

AMERICAN NURSERYMAN

CHIEF EXPONENT OF THE AMERICAN NURSERY TRADE

Vol. XXXVIII

AUGUST, 1923

No. 2

Painesville Nurseries TREES

We are again in position to offer to the trade the product of great blocks of Nursery Stock. VARIETIES are proven standard varieties. QUALITY is proven S. & H. Co. quality,—none better. GRADES are established S. & H. Co. grades,—no skimping. PRICES are S. & H. Co. prices,—without fear or favor; they are just about right.

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THIS PAGE PRESENTS

American Nurseryman Directory of American Plant Propagators

Listing Nursery Concerns Which Specialize in Production of Young Stock,
Including That Which Has Heretofore Been Imported

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Box 124, Rochester, N. Y.

AMERICAN NURSERYMAN--- August, 1923

EDITORIAL DEPARTMENT—Communications on any subject connected with Commercial Horticulture, Nurseries or Arboriculture are cordially invited by the Editor; also articles on these subjects and papers prepared for conventions of Nursery or Horticultural associations. We also shall be pleased to reproduce photographs relating to these topics, Orchard Scenes, Cold Storage Houses, Office Buildings, Fields of Stock, Specimen Trees and Plants, Portraits of individuals, etc. All photographs will be returned promptly.

Advertising—Advertising forms close on the 25th of each month. If proofs are wanted, copy should be on hand one week earlier. Advertising rate is \$2.50 per column-width inch.

"AMERICAN NURSERYMAN" is distinctive in that it reaches an exceptional list and covers the field of the business man engaged in Commercial Horticulture—the carlot operator. Here is concentrated class circulation of high character—the Trade Journal of Commercial Horticulture, quality rather than quantity.

"AMERICAN NURSERYMAN" will not accept advertisements that do not represent reliable concerns.

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RALPH T. OLCOTT
Editor, Manager

AMERICAN FRUITS PUBLISHING COMPANY INC.

39 State Street,
Rochester, N. Y.

WHAT THIS MAGAZINE STANDS FOR—Clean chronicling of commercial news of the Planting Field and Nursery. An honest, fearless policy in harmony with the growing ethics of modern business methods.

Co-operation rather than competition and the encouragement of all that makes for the welfare of the trade and of each of its units.

Wholesome, clean-cut, ring true independence.

INDEPENDENT AND FEARLESS—"AMERICAN NURSERYMAN" makes no distinction in favor of any. It is untrammelled in its absolutely independent position and is the only Nursery Trade publication which is not owned by nurserymen.

This Magazine has no connection whatever with a particular enterprise. Absolutely unbiased and independent in all its dealings.

Though it happens that its place of publication is in the eastern section of the country, it is thoroughly National in its character and International in its circulation.

Its news and advertising columns bristle with announcements from every news corner of the Continent.

It represents the results of American industry in one of the greatest callings—Commercial Horticulture in all its phases of Nursery Stock, Orchard and Landscape Planting and Distribution.

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Edited by **Ralph T. Olcott**, founder of American Nursery Trade Journalism. "The dean of Nursery Trade Journalists, who, since June, 1893—a quarter of a century—has boosted all the time for the interests of all nurserymen."—Former President **John Watson**, American Association of Nurserymen.

ONE CAN only act in the light of present knowledge.

Until you know of the existence of such a Nursery Trade Journal as the **AMERICAN NURSERYMAN** you must act with such knowledge as you have.

It is for this reason that we are glad to acquaint you with this publication. It speaks for itself; but if you would have corroborative proof, ask any prominent Nurseryman.

Calls for back numbers come in almost every mail. Many cannot be supplied, as editions have been exhausted. The only safe way is to see that your subscription is paid for in advance.

"A paper which gives the best value for the money to the reader will give the best value to the advertiser as well. I don't think there is any argument about the soundness of this view."—**H. Dumont**, Chicago, Ill., in Printer's Ink.

American Nurseryman

The Chief Exponent of the American Nursery Trade

National Journal of Commercial Horticulture

Entered September 1, 1916, at Rochester, N. Y. Post Office as second-class mail matter

WITHOUT OR WITH OFFENSE TO FRIENDS OR FOES, I SKETCH YOUR WORLD EXACTLY AS IT GOES—BYRON

Vol. XXXVIII

ROCHESTER N. Y., AUGUST, 1925

No. 2

Survey of Nursery Conditions on the Pacific Coast

An Illuminating Account of the Planting and Marketing Situation in the States of Utah, Oregon, California, Idaho and Washington—By the Executive Secretary of the Pacific Coast Association of Nurserymen—Planting Schedules—Responsibility in Production—Propagating Stocks.

The executive secretary of the Pacific Coast Association of Nurserymen, C. A. Tonneson, for years has made comprehensive surveys of Nursery trade conditions on the Pacific coast and has published his observations for the benefit of the trade. One of these general surveys by Secretary Tonneson is presented in the last issue of the Western Florist, Nurseryman and Seedman. Secretary Tonneson says:

A completed survey of Nursery, fruit tree planting and fruit marketing conditions covering the States of Utah, Oregon, California, Idaho and Washington, recently made, indicate a strongly normal development the coming season—1923-1924—in pear, prune and apricot, normal in peach and cherry, while in apple conditions are more uncertain owing to the delayed marketing of last year's crops. Further analyzing the situation on the Pacific Coast, the total counts of stocks as compared with prospective demand indicate that pear, prune and apricot trees will be in greater demand than supply, while peach and cherry may be more nearly equal to demand; but the factor of supply and demand, rather than that of cost of production, will likely govern in determining the market values of these five classes of Nursery stock for the planting season, 1923-1924. In apple trees caution need be observed by Nurserymen to propagate closely on the basis of last year's business with provision for such expansion in production as may be needed for any increase of trade definitely in sight. If present demand does not require the average proportion of apple trees on hand usually sold, then such part which remains unsold and is suitable should be carried over into 2-year-olds.

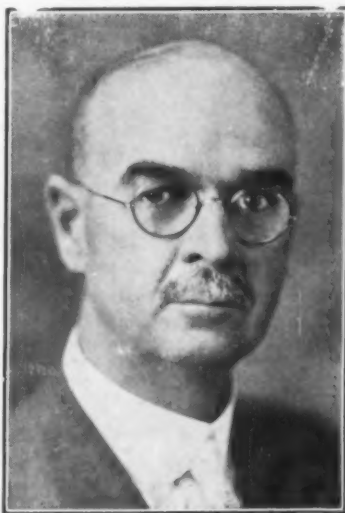
Planters, especially in California, are demanding peach and apricot trees in large quantities, but Nurserymen there are preparing to June bud quite extensively on stock to be produced from peach pits planted this season. Also, the canning companies have a large proportion of last year's pack of peaches on hand and unless that is sold before the next canning season opens, the canneries will pack less than last year and be more discriminating when buying again, which may affect the demand for trees to some extent.

PLANTING SCHEDULES

Prospective for season 1924-1925 total counts indicate a plant, during the present dormant season, of over 400 tons of peach pits on the Pacific Coast, more than three-fourths of which are in California. In Oregon, Idaho and Washington peach stocks

are used for the propagation of prune, apricot and peach trees, and therefore the amount of peach pits planted in these states, about 85 tons, appear to be in line with normal requirement. If however, the crop of peach seedlings from more than 300 tons peach pits in the south are up to average stand and used mostly for peach and apricot trees, it is quite likely the crop of these for season 1924-1925 will be lar-

PROMINENT CALIFORNIA NURSERYMAN



F. A. WIGGINS, Toppenish, Wash.
President and Manager Washington Nursery Co. Member of Executive Committee of American Association of Nurserymen.

ger than planters require, and if so, a like condition may arise as prevail now with grape vines. The problem to adjust for normal plantings to meet all requirements by planters for the classes of trees grown on peach stock at the same time to prevent waste of material, labor and money should be carefully considered by Nurserymen interested, at or before the close of the year 1923. Effective co-operation will serve for the best interests of all concerned.

During a course of years there prevails an average demand in commercial markets for the various fruit crops and the increased demand, or market development, is a gradual process, a matter of growth. The dried fruit, the canners and the fresh fruit distributing organizations are doing well to expand, based on a yearly average of from ten to fifteen per cent. Naturally, in channels of world-wide marketing, there are fluctuations, but as a rule it is a safe

plan to observe the law of averages. When any Nurseryman, in the language of one, takes "a gambling chance," to double or treble his plant, he shoulders a risk and too frequently far more disastrous than anticipated.

Planters in Oregon, Washington, Idaho and other states of same latitude prefer trees which caliper not less than half an inch and measure at least three and one-half feet and up as compared with anything smaller. In some parts of California smaller sizes of fast growing classes, especially peach and apricot, also pear, are quite satisfactory to planters, owing, perhaps, to a longer season. The leading and most successful Nurseries now aim to produce trees of larger caliper than formerly. They are bending every effort to eliminate the unsalable portion of stock which formerly absorbed too much of the profits of the business.

RESPONSIBILITY IN PRODUCTION

At least two of the leading Nurseries on the Pacific Coast have established a standard of practice which appears to work out very satisfactorily and in principle embodies features which aid to standardize production and stabilize the business. Prior to a season's operations, plans are carefully mapped out as to the number and the grade of each variety of the different classes of stock it is desired to produce. The cost of getting the trees to the packing shed stage is determined by figuring on the rental of land, cost of seedling stocks, scions, grafting, budding, planting, cultivation, trimming, digging, and everything else pertaining to production included. Foremen, and in some cases sub-foremen, are then given charge each of one or several divisions, according to size of the plant. A certain minimum wage is stipulated and paid at specified intervals; then at the close of the season, or at packing time, a certain bonus is paid, based on percentage of the number of trees produced which come up to the required specified standard. The total cost to the packing shed stage, including the bonus, is figured so as not to exceed a specified rate per tree. This serves to divide responsibility in many essential details pertaining to production and develops initiative on the part of those in charge of the growing operations. They have an interest in the stock which, in part, is theirs until delivered to fill orders. Whether during working hours or while at leisure, under this system, they are constantly planning and seeking to make a high record, or

(Continued on page 38)

Marked Attainments by Pacific Coast Nurserymen

Outlined by the Tireless Executive Secretary of the Association Which has Just Held Its Annual Convention at Boise, Idaho—An Address Before the American Association of Nurserymen's Convention in Chicago

By C. A. TONNESON, Burton, Wash.

Attainments Through Co-operation

According to the U. S. Department of Agriculture approximately 50 per cent of the average fruit crops, for the past five years, and about 60 per cent of the commercial fruit covering same period, in the United States, have been produced on the Pacific Coast, territory covering six states whose total population is perhaps less than that of the State of Illinois. In the State of Washington, 35 years ago, the total apple crop was about five car loads, while for the past five years Washington has exceeded, on the average, all other states in commercial apple production. These facts are cited to show the efficiency of methods in practice in the different branches of horticulture together with other influencing agencies in connection also with the Nursery vocation and the matter of publicity.

When the Pacific Coast Association of Nurserymen was organized, 20 years ago, it adopted the policy of co-operation with authorized officials, in the control of injurious insects and plant diseases for the reason that in the development of commercial fruit production it was deemed essential that planters should be protected from the ravages of fruit pests in every practical way. There are instances where the laws, rules and regulations, and inexperienced inspectors have caused unnecessary burdens for Nurserymen, but as an Association we have contended for fair play, and by co-operating with the various organizations of planters, horticultural, state and political bodies, have caused changes to be made which make operations more practical for Nurserymen while safeguarding planters.

As an illustration indicating harmonious endeavor on the Pacific Coast to solve the inspection problem beyond question if possible, J. E. Stansbery, State Inspector Oregon State Board of Horticulture, was requested to appear on the program of our Nurserymen's convention to be held that year in Portland. We had reached the conclusion that if the horticultural inspectors were compelled to go into every Nursery, each in his respective district, at least once during the growing season, that they could ascertain the general condition of the growing stock, and advise the Nurserymen what remedies, if any, were needed to keep products clean, and Mr. Stansbery was asked to talk on that subject. His reply was: "I will be glad to take part on your program, but as to the necessity of inspectors advising with your Nurserymen that would seem unnecessary, for Nurserymen know more about fruit pests and are more helpful to keep them from spreading than are my subordinate inspectors. I believe your Nurserymen's organization is handling that matter very well." The reply for the program committee was that the State law seemed to be directed against the Nurserymen as a class of anticipated violators, and that it might not be good policy to depend on one criminal looking after another. But here is the point.

Possibly 90 per cent of the Nurseries in each of the Pacific Coast States are producing clean stock, are scrupulously careful to keep out any infestation, the remaining 10 per cent either because of ignorance or carelessness may cause trouble for all

in any way connected with the fruit growing industries. Nurserymen do not have police power to compel the few of their vocation who are negligent to clean up, but inspectors do if after their summer visit and conference that course becomes necessary, before or at shipping time.

While making a survey of Nursery conditions in Oregon last winter, the Oregon State Board of Horticulture held their annual session. I was requested to appear at their meeting regarding the plan of co-operation on the part of inspectors and Nurserymen. By unanimous vote at that meeting, the Board made it an order that



C. A. TONNESON, Burton, Wash.
Executive Secy., Pacific Coast Association
of Nurserymen

inspectors should go into every Nursery in their respective districts, at least once during the growing season, ascertain condition and advise with Nurserymen regarding any essential to keep stocks clean. The Horticultural supervisor in Washington has agreed on a like order and the officials in California are working along the same line. Gentlemen, members of the American Association, the whole question of interstate or federal inspection hinges on the problem of keeping the stock clean while growing, in all the Nurseries throughout the country, up to the time of shipping, and with proper co-operation it can be done. The 10 per cent or whatever proportion of Nurserymen throughout the country who are wilfully negligent or too ignorant to pass for a required standard of cleanliness of stock should be legislated out of business. National inspection of Nursery stock signifies national cleanliness of such stock, and is more easily and economically attained at the start while in the Nursery than at destination of shipments. Such endeavors naturally afford opportunity for favorable publicity, and far more than that serves to stabilize the business.

Advertising and publicity for the direct benefit of the Nurserymen began on the Pacific Coast about 30 years ago. Three horticultural and farm journals took the lead. The Pacific Rural Press in California, the Northwest Horticulturist in Washington, and a little later the Rural Northwest

in Oregon. At first Nurserymen hesitated to venture; their custom being to sell through canvassing agents and to planters in local territory, so much as they could and to burn the rest. As a starter the publisher of the Northwest Horticulturist, being at the same time a dealer in Nursery stock, arranged with a number of the leading Nurseries for them to use advertising space on the basis of payment for same in Nursery products at wholesale prices. Within a few years good business developed both for the Nurserymen and this journal. At one time 42 Nurseries were telling the public through their advertising spaces in this publication what particular varieties of trees they each had to offer planters and the merits of their products. The financial support thus derived, indirectly from the Nursery firms, enabled the publisher to devote a large portion of the news columns to matters of educating for planters. Practical fruit growers, representatives of marketing agencies and instructors in educational institutions became contributors, giving information for the benefit of planters in the development of commercial fruit growing, and there was general co-operation on the part of all these agencies. Planting of orchards developed by leaps and bounds. Ambitious real estate dealers saw opportunity to make money by subdividing large tracts of land, and by means of advertisements in the daily press caused columns to be written boosting tree planting regardless of needful preparation and adaptability of specific varieties to each of the various localities, with the result that many of the inexperienced planters lost considerable money. In some cases production of fruit developed faster than marketing facilities to handle. At one time a machine was invented for pulling out prune trees in Oregon for lack of a profitable fruit market.

The boosting and planting boom, largely the result of misdirected publicity, caused Nurserymen to be misled by an anticipated demand for which they doubled and trebled their plants, finding when ready to sell there was no market value, because supply exceeded demand all out of proportion. Planters took what was needed at their own bids, and Nurserymen in all parts of the Pacific Coast lost money. Many quit the business; others liquidated and started anew.

But a substantial foundation had been laid. Publishers of the rural journals, Nurserymen, planters, fruit marketing agencies and the transportation people all became alert to the fact that gradual development is essential for stabilized horticultural industries, that their various interests are closely related each to the other, with the resulting system of co-operation now established.

Nurserymen have observed the value and importance of judicious advertising, and the leading firms are using space liberally with direct message to planters specifying the Nursery products offered, while the publishers cover matters pertaining to methods of production, adaptation and the marketing problems in news columns. They also realize the importance of co-operation with planters in marketing problems. For in-

stance, in the commercial apple districts of Wenatchee and Yakima last fall when more than 25,000 carloads of fruit were delayed in being marketed for want of cars, and the growers' money and credit were tied up in the crop, it was worse than useless to urge planters to set out more trees. The need was for combined pressure on the part of all rural and commercial organizations to compel those in charge of and connected with transportation to supply shipping facilities promptly.

The Pacific Coast Association of Nurserymen has also determined that development of market for commercial orchard crops is based on average gradual growth. That to over-stimulate planting in any marked degree through any form of publicity may cause reaction both to planters and Nurserymen. After the 18th Amendment took effect, the grape growers in California became enthused over the prospective profits indicated by market reports, from the sale of grapes both fresh and raisin. Instead of gradual increase, plants of vines were multiplied by the square mile. While making a survey of Nursery, orchard and marketing conditions in May, 1922, inquiry was made of several Nurserymen as to when in their opinion the peak would be reached in vine production. The majority estimated one year, others two or more years. Seven months later while on a second survey, I found hundreds of thousands of well-rooted grape vines for which there was no market, and a number of Nurseries burned the equivalent of profits realized the year previous in that class of stock. The grape growers also suffered from a tumbling market to the extent of nearly losing their marketing organization. In the North it was asserted that fruit refrigerator cars were used in transporting grapes to the extent of glutting eastern markets, preventing a fair distribution of these cars to the apple districts. A manager of a shipping association in Oregon went so far as to say the Volstead Act ought to be repealed on the ground that it was the cause of improper allocation of fruit cars causing great losses to apple growers.

In July, 1920, the Pacific Coast Association of Nurserymen adopted measures providing for a more stabilized business, safe for investment and affording a fair margin of profit with general satisfaction alike to planters. The initiation in this move was made by such leaders as Messrs. M. McDonald, A. Brownell, S. A. Miller, F. A. Wiggins, most of whom are present at this convention, and several other leading Nursery firms of the Coast. The hearty co-operation expressed at the start has been maintained for three years. Under this plan a Board of three Trustees are elected who employ an executive secretary on full time with duties outlined. A short, concise statement of ethics was adopted providing for fair play, obligating all members to conform to sound business methods, render honest service, and to guarantee a square deal to customer, competitor and supplier, thus co-operating to maintain the standard of dependable Nursery products, for the mutual satisfaction of all concerned. This bears the signature of all members and of all applicants before they are admitted.

Through this form of co-operation we have brought pressure to bear in preventing price quotation of trees in newspaper advertising, for the reason that such practice tends to demoralize the business, lower the standard quality of Nursery pro-

ducts with resulting dissatisfaction to both planters and Nurserymen. For a like reason we have established the practice of keeping the seedling stocks in the hands of those engaged in the Nursery vocation as a business occupation. We are receiving resulting benefits from very effective advertising in efforts to standardize practice by means of surveys to determine available supply of Nursery stock compared with prospective demand and fruit marketing conditions. These surveys are conducted on the same principles as are governmental and commercial collection of statistics with this difference that the information obtained is revealed in time to be of benefit for all Nurserymen instead of for speculators only. This is one of the essentials of the fair play covenant, and it is impossible to have effective co-operation among Nurserymen when either a minority or a majority are working in the dark as to condition of supply and demand.

Three years ago the survey revealed the fact that Nurserymen were preparing to bud and grow more than twice as many Italian prune trees as possibly could be used by planters. Through the executive office, which was so empowered, a meeting was called of Nurseries interested, about 25 firms, 19 responded with representation. Voluntarily bid lists were reduced, reduction averaged about 35 per cent., with the result that market for this class of stock was kept in a stabilized condition while planters obtained all the trees required at prices not above market values. Of three Nursery firms not at that meeting, but realizing the situation, one plowed up 200,000 bud seedlings, two-thirds of that crop, the second plowed under 100,000, about half, and the third stated the saving to him was more than \$2,500.

The Yakima Valley is the leader on the Pacific Coast in apple tree production. Two years ago like conditions as to over supply confronted Nurserymen there, and similar method adopted resulted in a reduction of about 25 per cent. of bud list. Nurserymen realize that such adjustment has been a protection against loss, while demonstrating that co-operation on a fair play policy is practicable.

We are further stabilizing the business through efforts to determine market values of stock, based on two factors. First, the cost of production analyzed in four parts:— (a) to the packing shed stage, (b) the average amount grown unsold necessary in conducting a business, (c) overhead expenses, and (d) the reasonable profit margin. The second factor is the condition of supply and demand, and which dominates after the stock has been grown and when it enters the channel of trade. When market values are thus established on the part of leading Nurserymen a definite price range is not so difficult to maintain. There is less cause for shopping on the part of large buyers either for fruit plantations or on the part of the landscape people. Should the question of legality of making surveys be raised, then the same question will apply as to the right of the Government and of commercial bodies collecting statistical information. As illustration of injustice and loss to producers who are not in position to avail in matters of crop conditions, a leading packing concern on the Pacific Coast has a force of men in the field covering adjoining states buying cattle and making surveys as to available supply and demand of live stock and other farm products. A couple of years ago the reports coming to the office indicated to the man-

ager that the potato crop was below normal more than 50 per cent and that prices at which they were selling was below market values. Before this situation became something like \$75,000. Had the producers, this packing concern quietly bought about 100,000 sacks. Prices soon rose to actual market value and the packer cleared something like \$75,000. Had the producers conducted this survey, the money obtained by the speculator would justly have been in their possession.

Another attainment for which advertising and publicity in connection with other agencies have exerted very helpful influences is the production of a better quality of stock with less percentage of mis-named varieties. Naturally in commercial fruit producing sections the varieties required are fewer in number as compared with the needs for domestic orchards. Two years ago a bill was introduced in the Legislature of Oregon which contained a clause providing that if more than five per cent of trees sold by any Nurseryman to planters in that state were found untrue to label, then such Nurseryman would be liable in an adequate amount to cover any resulting loss. At the committee session conducting the hearing on this bill, Nurserymen representing about 75 per cent of the acreage of fruit stock Nurseries in Oregon were present, and to the astonishment of some of the committee members, no objection on the part of the Nurserymen was made to that provision. The fact that Nurserymen as a body are ready to guarantee stock 95 per cent true, backed by penalty proviso, indicates such desirable improvement as will benefit both Nurserymen and planters, and some valuable publicity on that point has resulted.

One of the objects in conducting surveys the past year was to ascertain total supplies of the various ornamental stocks in the different sections as compared with demand with a view of devising suitable advertising projects. It was soon discovered that the amount of ornamental stocks which is in suitable condition is so limited compared with demand that Nurserymen are realizing the need of increased production in many particulars. The margin of profit which is necessary for a satisfactory ornamental Nursery business and its stability for the future will depend more on a high quality, pleasing form of stock than has been the case in the past. Co-operation with that end in view will serve to simplify the advertising problem and make any form undertaken more effective.

Nurserymen on the Pacific Coast have determined that publicity and advertising constitute a forceful and necessary power in the expansion of business and general market development, when properly directed and controlled, and that it may become both wasteful and detrimental to business stability when improperly undertaken and wrongly directed.

Many state governors in the United States have indorsed the plan for a "gold star highway" in honor of fallen heroes in the World war. The roads will be lined with trees, or concrete markers where trees will not grow, each bearing a gold star in honor of a fallen hero.

J. B. Pilkington's brother, Guy M. Pilkington, president of the Oregon Florists Club and identified with the Pilkington Nurseries, Portland, Ore., recently underwent a second surgical operation for intestinal trouble.

John P. Rice recently was elected president of the Geneva, N. Y., Chamber of Commerce for the fourth time.

The Origin and Growth of Trade Ethics

By M. Q. Macdonald, of the Unfair Competition Bureau of the Paint and Varnish Industries, Washington, D. C.

NOT many years ago the principal activities of many trade organizations were along lines that were obviously in conflict with the Sherman Anti-Trust Act, or were so far in the twilight zone that by good luck rather than good management they avoided serious difficulties with the department of justice. "Trade Ethics," properly so-called formed but a small part of their program. The term "Unethical Practices" so often found in the articles of early trade organizations often meant little else than price cutting, and attempts to correct these so-called "Unethical" conditions frequently brought an association to grief. Probably the most recent example of this kind may be found in the recent opinion of the Supreme Court of the United States in the Linseed Oil Case. As said by Mr. Justice McReynolds, the bureau to which the defendants subscribed, from time to time "Gave counsel concerning 'Unfair Merchandising' and the necessity for establishing sound policy by constructive co-operation." He referred particularly to an inquiry by a subscriber as to whether a competitor had sold under their published price.

However, this narrow idea of the meaning of the words "Unethical" and "Unfair" is very rapidly disappearing and more attention is being given to objectionable practices, very often inherited by an industry, —practices involving moral turpitude, inflicting injury on customers as well as competitors. Conspicuous examples of such practices are commercial bribery and the false advertising or misdescription of goods.

As early as 1913 paint manufacturers took the first step toward wiping out the misbranding evil. Since that time they have not permitted the use of the names "White Lead" and "Zinc" without qualification, unless pure goods were offered. When other pigments are added, the word "Compound" is likewise added to the label in conspicuous type. More recently, similar standards were applied to shellac. Only pure shellac may be labeled "Shellac" and added material, up to 50% by weight must be indicated by the word "Compound." If the product contains less than 50% shellac it is called imitation shellac or shellac substitute, or it is given an arbitrary name which does not mislead or deceive the unsophisticated purchaser. "Truth in Advertising" is now the slogan of the entire advertising fraternity, and practically every state has enacted laws applying generally the principle which the paint industry voluntarily applied specifically to its own products ten years ago. If further vindication is necessary, it may be found in the recent opinion of the United States Supreme Court in the Winsted Hosiery case declaring misbranding a form of unfair competition, and in the opinion of Federal Judge Rodgers who said: "Business concerns that resort to dishonest devices of this nature must understand that they cannot add to their revenues or maintain their business standing of methods of competition which the law brands as 'unfair' and therefore unlawful."

Because of the importance of the principle involved in the first misbranding case, the Unfair Competition Bureau, at the request of the directors of the paint and varnish associations filed a brief amicus curiae with the Supreme Court. It is per-

haps not too much to hope that our industry had its influence in establishing these principles as part of the law of the land.

I presume that Nursery stock has been falsely advertised and mislabeled. Very few industries have not suffered from this evil in one form or another. If your industry has been affected by this practice, your first step toward its elimination must be the establishment of standard names and definitions. If the same name has come to mean three or four different things it is difficult to urge that the present use of one of them is improper.

When misdescription of goods is resorted to, not only are purchasers deceived, but competitors who label their products properly are seriously handicapped in the struggle for business. This is a subject well worth the serious attention of any progressive trade association. If the language of the trade is permitted to become debased and corrupted, the deception of the public is sure to follow, for the unsophisticated purchaser does not and cannot be expected to keep in touch with the shades of meaning that different words acquire, sometimes slowly, in various industries.

A manufacturer specializes in a certain line and knows the language of that trade, but the man on the street buys shoes, gloves, furs, clothing, pillows, lumber, food, cutlery, paint, varnish and countless articles, some frequently, some very infrequently. He thinks that he knows that Sheffield razors are made in the Sheffield district in England; he often believes that Hudson Seal is the skin of a seal from the Hudson Bay district; he perhaps believes that Australian wool is wool from Australia; and he had reason to believe that silk was the product of the silk worm. Each of these trade descriptions has been the subject of controversy. It is often difficult to ascertain the extent of the consumer's knowledge of the meaning of descriptive words. We all know that Brussels carpet does not now come from Brussels, that German silver is not silver or German, and that Irish potatoes do not come from Ireland, but what do we expect when we buy a handkerchief labeled "Irish linen," or a shirt labeled "English Broadcloth?" The question may be purely academic, but what would you have expected a few years ago if you had bought "Scotch Whiskey?" If a word no longer indicates origin, but merely refers to a type or class, there is no misdescription; but unless the secondary meaning of the word has been accepted by the purchasing public, its use on any but the genuine article is wrongful and it makes no difference that the spurious is as good or even better than the genuine. As the Supreme Court of New York has said:

"Although the false article is as good as the true one, the privilege of deceiving the public even for their own benefit is not a legitimate subject of commerce."

One of our Federal Circuit Courts of Appeals has expressed the same idea somewhat differently:

"You may not deceive the purchaser for his own benefit. The public will not be permitted to be deceived even for their own good. A purchaser has the right to buy the particular article he desires, and to be protected in the purchase."

(To Be Continued)

Pacific Coast Conditions

(Continued from page 35)

reach a definite goal. The manager of a Nursery employing over 100 men and whose firm is a leader in the production of ornamental stocks, remarked that one of his foremen, under this plan, earned \$250 per month last season, was furnished in addition a car for his private use and the service rendered for the Nursery was considered low priced at that. Another important feature, with this plan, is that the owner or manager of the Nursery so conducted, is likely to aim for more definite results when planning the year's operations, to avoid accumulation of more than 25 per cent of unsold stock at the wind-up of the season, for that ratio should cover the variation in wants by the public and no more than that proportion of total costs of production to the packing shed stage, should be added in making up the factor of cost of what is actually sold.

PROPAGATING STOCKS

More attention is being given to the selection of propagating stocks, both root and bud. The Jap pear seedling does not succeed so well as the French on soils inclined to be wet. There appears to be a great increase in peach root knot in the south. In one Nursery, containing about two acres of peach seedlings, approximately 90 per cent was affected and the whole lot was dug and burned. A leading Nursery is preparing to grow a crab apple orchard for the production of seed in order to get vigorous and uniform type of seedlings. Bud selection work has been carried out on the Pacific Coast for some years with varying results. In citrus trees there appears to be greater mutation than with the deciduous. Lemon and orange groves are expensive to keep in condition and every tree must respond in a good measure of production to make the grove pay. Buds are, therefore, selected from vigorous trees of desirable quality, but it has been determined that vigor and a desirable quality of fruit, bud sticks and buds can only be maintained when the tree is kept in a properly nourished condition regardless of the first few years' performance. Realizing the need of larger and more uniform sizes of peaches for canning the Southern California Cannery Bureau has interested the Bureau of Plants at Washington, D. C., in connection with a local college to carry out a series of experiments with root stock for a propagation extending over a period of several years, to determine what is best for varying conditions and soils. In connection with this bud selection experiments, on deciduous trees will also be taken up, appropriation having been made for that purpose in Congress.

Dr. Paul Grigsby and William Smith of Louisiana, Mo., are going into the orcharding business on a good sized scale out west of Louisiana, where they are joint owners of a farm.

Two thousand two hundred North Carolina farmers have signed a pledge to adhere strictly to certain fundamental things in successful farming in 1923. Among the provisions enumerated are these:

Improve orchard by setting out trees and berries.

Beautify the homestead.

AMERICAN NURSERYMAN should be regularly on your desk. A business aid. Bristling with exclusive trade news. Absolutely independent. NOT OWNED BY NURSERYMEN.

Recommendations for A. A. N. Market Development Work

In his report on Market Development a portion of which was published in the July issue of the "American Nursery Trade Bulletin," F. F. Rockwell presented to the June convention of the A. A. N. an interesting resume of the work of the last fiscal year. Seventy per cent of those newspaper editors to whom the Association's articles on planting were sent, he said, reported that they were using the articles in their papers. Two clipping bureaus provided 1400 clippings of the articles; from other sources 700 clippings were received. He thinks 10,000 articles were actually published.

Mr. Rockwell said: "As the total cost of



F. F. ROCKWELL, Bridgeton, N. J.

these articles was about \$3,700, the cost per article amounted to 37 cents for each article used. Practically every article was used in its entirety, occupying an average of 2-3 of a column to a full column. This amount of space could not have been purchased for many thousands of dollars.

"Along with this, too, there has been a tremendous growth in the interest in planting and gardening in this country; which is the cause and which, the effect, it would be impossible to say—like the old problem as to which comes first, the chicken or the egg?

"Be that as it may, the fact remains that during the last two years there has been probably a greater interest on the part of the general public in planting than in the preceding twenty years. The various garden and horticultural publications have increased their circulation as never before, and several new ones have sprung up. The daily papers are giving an ever-increasing amount of space to planting and particularly to home beautification.

"In addition to this, several other organizations have been supplying the press regularly with articles which directly or indirectly cannot fail to help increase the demand for the Nurserymen's product."

W. O. Garee, Springdale, Ark., plans to start a Nursery at Lamar, Ark.

NURSERYMAN WANTED

A growing concern wishes to communicate with a party interested in a larger opportunity in the nursery business, who has had experience in either production or selling departments. Investment advantageous but not essential. Address, B-11, care American Nurseryman, Rochester, N. Y.

Recommendations For 1923-1924

Realizing that the effectiveness of any publicity or advertising work depends to a very great degree upon its continuity, your Committee recommends the following program for the coming year.

1. Continuation of newspaper articles, putting same on weekly basis, giving fifty-two instead of forty as supplied last year. We have allowed for this item the sum of\$5,000.00

2. The addition of mat illustrations to accompany some of the reader articles. We believe that this would increase very greatly both the number of articles used, and their effectiveness. While it may not be possible to send illustrations with all articles, we suggest using as many as can be obtained up to the sum of..... 500.00

3. Booklets. We suggest the preparation of three new booklets similar in size to the two already available:

One on small Fruits for Home and Commercial Use.

One on the proper handling and planting of Nursery stock.

One on the after care of plants, covering pruning, spraying, mulching, summer and winter care, etc.

These booklets to be sold at cost to members of the Association.

4. The addition of two sets of colored lantern slides, one on Fruits and Small Fruits, and one on Beautification of the Home Grounds. There have been many requests from magazines and the large newspapers for good photos, illustrating planting. We would suggest start-

ing a collection of photos, in a moderate way, as soon as possible.

5. Continuation of Advertising Service to Members, in supplying of cuts, booklets, seals, and other advertising helps. This service is practically self-supporting.

6. We believe that this Association should have a film or two presenting in the modern, universal language the story we wish to tell. We urge the most serious consideration of this most effective method of market development, but we hesitate to make any recommendation concerning it because of the cost, which would be in the neighborhood of \$4,000.00 for each film.

7. School Essay Contests 1,000.00
Last, but by no means least, we most earnestly recommend a substantial campaign to secure the widest possible use of the school prize essay plan.

8. Miscellaneous 500.00
\$7,500.00

Bertrand H. Farr, Wyoming, Pa., Nurseries, lectured last month before the Look-out Mountain Club, Chattanooga, Tenn., on irises and peonies.

Secretary F. Cranefield, of the Wisconsin Horticultural Society addressed the Commercial Club at Menominee, Wis., recently on "Our Natural Resources for Fruit Raising."

J. C. Vaughan, Chicago, is reported to be well on the road to recovery from an operation which he underwent during the A. A. N. Convention in June.

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Drafts on New York, or postal orders, instead of checks, are requested.

ROCHESTER, N. Y., August, 1923

FOUNDER OF AMERICAN NURSERY TRADE JOURNALISM

THE FIRST Nursery trade paper in America was established in 1893, as long-time Nursery concerns know, and for nearly thirteen years was conducted under the personal and exclusive direction of Ralph T. Olcott, of Rochester, N. Y., who later founded the AMERICAN NURSERYMAN on broad and untrammeled lines.

"The dean of Nursery Trade Journalism."—John Watson.

American-Grown Manetti

W. B. Clarke, San Jose, Cal., in his address before the California Association of Nurserymen said on the subject of rose stocks:

There is still another class of rose production,—Manetti stocks so widely used for grafting in greenhouses throughout the country. These can still be imported. The San Jose district alone could produce all the Manetti stocks used in the United States without the slightest difficulty and without any increase in the present production of wood. This sounds queer, but the idea is that sufficient wood is now thrown away. Only the heavier part of the stronger canes is used for making up budding stocks. The light wood and the tips are burned and these are all that could be used here for growing grafting stocks as anything else couldn't stand the pressure of Santa Clara Valley soil and sunshine and would grow too big! Then why aren't they grown?

One of our San Jose firms did grow 400,000 and sold them all in the East last fall. The main trouble is that the price is too low to be very tempting. How about quality? I'll tell you an amusing thing that happened to me. We grew a few thousand last year at our San Jose place for an experiment we intended to make, but decided not to use them. On an inquiry for grafting stock we sent samples and didn't get the order. He bought imported stock. But he fell short and so ordered two or three thousand after all. A little later I saw him and he bawled me out good and proper; said he had a serious kick to make. I invited him to get it out of his system so he would feel better and he proceeded to do so. His kick was certainly unique. He wanted to know why in the same place or other I sent him such good stuff after sending such bum samples. (I wish all my kicks were as pleasant to listen to.) To make the story short, the man who got out the samples probably thought he would show the customer some "real classy" stuff so took nice husky ones which considerably exceeded the ideal lead pencil size. The main point I am getting at is that he imported and was "peevish" at me for not letting him know we had that kind of material so he could have used it entirely for his grafting. Any time "the powers that be" want to stop importation of Manetti, California will produce all the country wants and at a reasonable price, but not below the cost of production. So much for rose growing in California.

LATEST STEPS IN ETHICS

The subject of Trade Ethics, about which the American Nurseryman has had so much to say, single-handed, is growing apace. And now other horticultural trade journals are forced to recognize it.

The matter is here to stay! The American Association of Nurserymen, all the sectional Nursery trade associations, and several of the state Nursery trade associations have formally recognized it. Codes of ethics are regular Nursery association features now. The battle has been won!

At its convention last June the A. A. N. greeted heartily and applauded loudly the feature in its carefully prepared program which presented a valuable paper read by the author, M. Q. McDonald, of the unfair competitive bureau of the paint and varnish industries. The major portion of Mr. McDonald's address is given in this issue. It means something to the American Nursery Trade. It means much to the American Nurseryman which foresees the far-reaching effect, directly and indirectly upon the Nursery industry. Readers should post themselves upon this subject now and keep up with the procession.

Fortunate, indeed, is the American Association of Nurserymen, to have as its presiding officer for this fiscal year a man who has been foremost in this work of establishing trade ethics. Harlan P. Kelsey is an ardent advocate of all that the term implies, and in the particular phase which has to do with bribery and corruption in business practices he has been very active and efficient both in his own state of Massachusetts, and also in connection with federal and other state laws. He expects in the near future to see Massachusetts lined up in the first half dozen states which have adopted measures against bribery. The New England Association has taken strong ground on the subject.

New Jersey has such a law. In another column of this issue are the bribery laws just adopted by Pennsylvania and Michigan. Mr. McDonald says:

"Section 5 of the Michigan law appeals to us as one of the most important sections. Such a provision now appears in the laws of Michigan, New Jersey and Louisiana. By making both parties equally guilty and equally subject to punishment under all circumstances, the bribe-giver and the bribe-taker are forced by the law into a conspiracy of silence. Neither can safely disclose the facts. The possible escape of ALL guilty parties is avoided by limiting the offer of immunity to the first person disclosing the facts. Instead of relying on the knowledge that the other party dare not disclose the offense (as is the case when both parties are equally subject to punishment), each will be less willing to place himself in the hands of the other. Thus, the section will serve the best purpose of all criminal laws—PREVENTION RATHER THAN PUNISHMENT. Granting immunity only with respect to the offense actually reported, it avoids the possibility of reporting a single, and perhaps trivial offense, and thereby receiving immunity from prosecution for numerous and more flagrant offenses."

The value of this provision is evident. It should be a feature of every law on this subject, for the reasons Mr. McDonald cites.

The Maryland law of 1918 prohibits bribery by Nurserymen, and those engaged in selling greenhouse supplies to employees of public and private parks and grounds.

There is no good reason for discriminating against these industries. Mr. McDonald would be very glad to see the law so broadened as to apply generally to all who indulge in these practices. He's sure that the best business sentiment of the state would approve. Indeed, it is a little embarrassing to openly oppose such a measure, except on the ground that the practice does not exist; and unfortunately business experience shows that it does exist. "Certainly," says Mr. McDonald, "the paint and varnish industries would not object to a more comprehensive statute. If an amendment is ever introduced, we will be there to support it."

The American Nurseryman joins heartily with Mr. McDonald, President Kelsey and all others who are working to procure Federal and State legislation of this kind generally. American business needs this purging.

THREE-DAY FRUIT TOUR

Tours of orchards by horticulturists, fruit growers and experiment station workers are of increasing occurrence in fruit states. Their value is manifest. Practical addresses, discussions and demonstrations in the orchards tend toward betterment of crops and therefore toward increased plantings and extension of the demand for Nursery stock. We believe Nurserymen would profit by joining such tours.

A three-day tour of orchards in the eight counties of Southwest Missouri on July 24-26 under the direction of the Missouri Horticultural Society was of great value to all concerned. The tour started with an all-day meeting at the Fruit Experiment Station at Mountain Grove. The forenoon was spent in a tour of the station orchards, and the afternoon in a program of addresses including several horticultural authorities from other states. Among the speakers were S. F. Gladwin of Fredonia, N. Y., a national authority on grape growing; J. R. Cooper, head of the horticultural department at the University of Arkansas; and A. J. Ackerman, in charge of fruit investigations for the United States Department of Agriculture at Springdale, Ark. Leading horticulturists of Missouri were on the program. From Mountain Grove the tour was by motor cars through the most successful orchards and vineyards of Wright, Douglas, Webster, Greene, Christian, Lawrence, Barry and Newton counties.

TREE PLANTING IN CANADA

Twenty-five million trees have been distributed in the last five years from the Canadian government's forest Nursery station at Indian Head, Sask., and planted throughout the prairie provinces of Manitoba, Saskatchewan and Alberta.

The Nursery has been distributing trees since 1901. In the first few years only a few hundred thousand trees were sent out a year, but in the last few years the average has reached 5,000,000 a year and is expected to exceed this number in the future.

The trees are planted by towns and villages along their streets and by farmers about their homes for shade and beauty and along the edges of their fields to furnish shelter for live stock and windbreaks for growing crops.

Such wholesale tree planting already has made a change in the landscape in many parts of the provinces. In time it will result in the dotting of the prairie generally with groves of forest trees.

Pacific Coast Nurserymen

The twenty-first annual convention of the Pacific Coast Association closed at Boise, Idaho on July 19, with good attendance and a very interesting session. Some of the outstanding features were: Continued policy to standardize Nursery products by the production of thrifty stocks, clean, and adhering so far as possible to definite grade, standards, and to determine market values in advance of selling season as accurately as possible.

Officers elected for the ensuing year are:

President—F. W. May, Yakima, Wash.

Vice-Presidents—C. B. Miller, Milton, Oregon; F. Walton, Salt Lake City, Utah;



D. Petrie, Boise, Idaho; M. R. Jackson, Fresno, Calif.; C. Malmø, Seattle, Wash.; Richard Layritz, Victoria, B. C.

Trustees—M. McDonald, Orenco, Oregon; S. A. Miller, Milton, Oregon; F. A. Wiggins, Toppenish, Wash.

Executive Secretary—C. A. Tonneson, Burton, Wash.

Convention place for 1924—Yakima, Wash.

C. R. Burr Back From Europe

C. R. Burr, of the Burr Nurseries, Manchester, Conn., returned late last month after a two months' visit to European countries, during which he inspected seedlings which are grown in France for his Nurseries. He found these in fine condition. "We never had as good a crop and they never looked as good as at the present time," he said. "It has been a good growing season." Mr. Burr insists upon his personal inspection of every important detail of his business, and on this account made this first-hand examination of his French stocks on the spot.

Mr. Burr visited France, Germany, Austria and Italy. The French peasant and merchant are making money. The people of Northern Italy seem prosperous—more so than those in Southern Italy. In Germany the people are cutting corners and saving all they can, as they are overridden with taxes. Railroad fares in Germany are very low. On a fast train from Berlin to Munich, about 200 miles the berth in a sleeping car costs 470,000 marks (about \$3). The total fare, \$12. In the diner a dinner of six courses costs 42,000 marks, about 25 cents in American money. But the Germans ride mostly third class. It costs almost as much to stay at a hotel in Paris as it does in New York, and rooms are scarce.

Chase Bros. Company, Rochester, N. Y., report: "Demand at retail for evergreens, fruit trees and hedge plants, good; for deciduous trees, poor; there is an extra good demand for fruit trees. Adequate stock on hand of all of the above. The season is two weeks late this year; but the outlook is good."

Frederick O. Guenther, Blossom Road, Rochester, N. Y., died July 3, aged 59 years. He had long been in the Nursery business.

SEE YOU NOW IN AMERICAN NURSERYMAN

RECENT STATE ANTI-BRIBERY LAWS ADOPTED BY THE STATES OF PENNSYLVANIA AND MICHIGAN

Pennsylvania Anti-Bribery Law

AN ACT to prohibit the bribery of agents, employees or servants and the giving or use of false documents with intent to deceive a principal employer or master, to regulate evidence in such proceedings and to provide penalties for violation of this act.

Section 1. Be it enacted by the Senate and House of Representatives of the Commonwealth of Pennsylvania in General Assembly met and it is hereby enacted by the authority of the same that it shall be unlawful for any person, corporation partnership or other organization to offer or give to any agent, employee or servant of another, or to a member of his family, or to anyone for his use or benefit directly or indirectly any commission money, property, or other valuable thing without the knowledge and consent of the principal employer or master as an inducement, a bribe, or reward for doing or omitting to do any act, or for showing or forbearing to show any favor or disfavor by such agent, employee or servant in relation to the affairs or business of his principal employer or master, or for any agent, employee, or servant to solicit, accept, receive or take directly or indirectly any commission money, property, or other valuable thing as an inducement, a bribe, or reward for doing or omitting to do any act or for showing any favor or disfavor in relation to the affairs or business of his principal employer or master. Provided, however, that the foregoing shall not apply to transactions between a principal employer or master and his agent, employee, or servant.

Sec. 2. That it shall be unlawful for any person, corporation, partnership or other organization, to use or give to an agent, employee or servant of another, or for any agent, employee or servant to use, approve or certify, with intent to deceive the principal employer or master, any receipt, account, invoice or other document in respect of which the principal employer or master is interested which contains any statement which is false, erroneous or defective in any material particular, or which omits to state fully the fact of any commission money, property or other valuable thing having been given, or agreed to be given, to such agent, employee or servant.

Sec. 3. That evidence shall not be admissible in any proceedings or prosecution under this act to show that a gift or acceptance of any commission money, property or other valuable thing as is mentioned in this act is customary in any business, trade or calling, nor shall the customary nature of such transactions be any defense in any such proceeding or prosecution.

Sec. 4. That whoever violates any of the provisions of this act shall be deemed guilty of a misdemeanor and on conviction thereof shall be punished by a fine of not more than five hundred dollars (\$500) or by imprisonment for a period of not more than one year, or by both in the discretion of the court.

Sec. 5. That if any provision of this act shall for any reason be adjudged to be invalid, such judgment shall not affect, impair or invalidate the remainder of the act and that this act shall take effect immediately.

Sec. 6. This act shall not be construed or deemed to prohibit that practice which is commonly known as "tipping."

Sec. 7. All acts or parts of acts inconsistent herewith be, and the same are hereby repealed.

Approved—The 29th day of June, A. D. 1923.

GIFFORD PINCHOT.

Michigan Anti-Bribery Law

AN ACT to prohibit the bribery or corruption or the solicitation of the bribery or corruption of agents, employees, or servants, and the deception of their principals, employers or masters and providing for the rejection of a certain class of testimony in relation thereto, the immunity of witnesses in giving testimony or producing documentary evidence under sub-

poena, and also providing for a penalty for violation of said act.

Section 1. It shall be unlawful for any person to give, offer or promise to an agent, employee or servant of another or any other person, any commission, gift or gratuity whatever, or to do an act beneficial to such agent, employee, or servant or another, with intent to influence the action of such agent, employee, or servant in relation to his principal's, employer's, or master's business; or for an agent, employee or servant to request or accept for himself or another any commission, gift or gratuity or any promise to make any commission, gift or gratuity to himself or another or the doing of an act beneficial to himself or another, according to any agreement or understanding between him and any other person to the effect that he shall act in any particular manner in relation to his principal's, employer's or master's business.

Sec. 2. That it shall be unlawful for any person, corporation, partnership or other organization to use or give to an agent, employee, or servant or another, or for any agent, employee or servant, to use, approve, or certify, with intent to deceive the principal, employer or master, any receipt, account, invoice or other document in respect of which the principal, employer or master is interested, which contains any statement which is false, erroneous, or defective in any material particular or which omits to state fully the fact of any commission, money, property or other valuable thing having been given or agreed to be given to such agent, employee or servant.

Sec. 3. That evidence shall not be admissible in any proceeding or prosecution under this act to show that a gift or acceptance of any commission, money, property, or other valuable thing as is mentioned in this act is customary in any business, trade, or calling, nor shall the customary nature of such transaction be any defense in any such proceeding or prosecution.

Sec. 4. That in any proceeding or prosecution under this act no person shall be excused from attending and testifying or from producing documentary evidence in obedience to the subpoena of the Court on the ground or for the reason that the testimony or evidence, documentary or otherwise, required of him may tend to criminate him or subject him to a penalty or forfeiture. But no natural person shall be prosecuted or subjected to any penalty or forfeiture for or on account of any transaction, matter, or thing concerning which he may testify when compelled to do so over his objection, or produce evidence, documentary or otherwise, in obedience to the subpoena: Provided, That no natural person so testifying shall be exempt from prosecution and punishment for perjury committed in so testifying.

Sec. 5. That the first person committing offense within the purview of this act, who shall report the facts, under oath, to the prosecuting attorney of the county where the offense is triable and who shall give evidence tending to the conviction of any other person charged with an offense under this act shall be granted full immunity from prosecution under this act with respect to the offense reported.

Sec. 6. That whoever violates any of the provisions of this act shall be deemed guilty of a felony, and on conviction thereof shall be punished by a fine of not more than five hundred dollars or by imprisonment in the state prison for a period of not more than one year, or by both such fine and imprisonment in the discretion of the court. If a corporation, partnership or other organization is guilty of a violation hereof, the person or persons through whom the corporation, partnership or other organization acts shall also be deemed guilty and punished as aforesaid.

Sec. 7. That if any provision of this act shall, for any reason, be adjudged to be invalid, such judgment shall not affect, impair or invalidate the remainder of the act.

A landscape department has been added to the equipment of the Golden West Nurseries, Glendale, California.

U. S. Dept. of Agriculture Replies to Nurserymen's Criticism

L. J. Tucker and W. G. McKay, recently directed attention to articles in Wisconsin newspapers supplied by state representatives of the U. S. Dept. of Agriculture, on the subject of wheat rust on barberry bushes, making no distinction between the common barberry and the other kinds, thus doing an injury to the Nursery trade which does not deal in the common barberry.

Reference to this matter in the July issue of the *American Nurseryman* has caused Dr. William A. Taylor, chief of the U. S. Bureau of Plant Industry to explain to the editor of this journal that the U. S. Dept. of Agriculture has been to considerable pains to make clear the distinction between the common barberry and the Japanese barberry. Colored plates have been prepared, bearing the reading: "Know the Barberry Bush, Compare the characteristic features of the Common Barberry with those of the harmless Japanese Barberry." The plates show the green leaves and red berries in each case—the spiny edge of the leaf and the berries in clusters of the common barberry; the smooth-edge leaf and the berries single or in twos of the Japanese barberry. The difference in spines and the general habit of growth are compared.

Much attention has been paid by the Dept. of Agriculture to the problem of eradicating wheat rust. Graphic colored charts have been prepared to enable farmers and others to destroy the common barberry. That distinction is made by the Dept. at Washington is shown by this portion of a paragraph in the heart of a placard in large type:

The common barberry is a tall erect shrub, often as much as twelve feet high. The bark is grayish and there are spines along the stem, usually in groups of three or more. The leaves are green or purple, and have saw-tooth edges. The small yellow flowers and bright red berries are in long drooping clusters like currants. The common barberry should not be confused with the Japanese barberry, which is harmless and should not be destroyed. The Japanese variety is a low, gracefully spreading shrub, seldom more than four or five feet tall. The bark is reddish and the small spines are usually single or in threes. The edges of the leaves are smooth. The flowers and berries are in clusters like gooseberries.

Messrs. Tucker and McKay admit that the Dept. at Washington is careful to urge the distinction, but declare that newspaper articles released by representatives of the Dept. in Wisconsin and in some other states did not distinguish between the common and Japanese varieties, and expressed

surprise that when the Dept. at Washington was so particular it allowed its representatives in those states to release matter to the newspapers which would not be released from the Dept. in Washington. Dr. Taylor says:

Editor *American Nurseryman*:

In the July issue of the *American Nurseryman*, giving the report of the Annual Convention of the American Association of Nurserymen, L. J. Tucker, Chairman of the Vigilance Committee, reports that on June 22d, a press article supplied by representatives of the United States Department of Agriculture appeared in the Wisconsin State Register in regard to State and Federal activities in the barberry eradication campaign in which no mention was made that Japanese barberry (*Berberis thunbergii*) is harmless and does not spread rust.

In each of the thirteen states where the campaign to eradicate the common barberry is being conducted, we have a State headquarters at which is stationed a State leader and from which is directed the publicity campaign and the eradication campaign within that state. These leaders have been instructed to keep clearly before the public the fact that the Japanese species is harmless and is a desirable ornamental plant which should be retained where grown and planted where a shrub of this sort is desired. As their attention is focussed primarily on the harmful species, however, it is quite possible that, from time to time, in the press of the campaign, they forget to mention the harmless species in their writings and in their talks before organizations. It is also quite possible that a statement that the Japanese species is harmless may be made during the course of an interview but not included in the story for publication.

The actual work of surveying to locate the bushes of the harmful or common barberry is being done by men working in pairs. These scouts are expected to promote local publicity through brief talks and newspaper articles wherever they are at work, and they also are under instructions to keep before the public the difference between the harmful and the harmless species. Unfortunately, however, a large percentage of the men employed are new each season. An unusually large number of new men have been employed this season because the appropriation for eradication has been increased and many more men are at work than in any previous year. The State leaders are frequently instruct-

ed to inform their men that they should keep clearly before the public, in all of their activities, the desirability of the Japanese species and the characteristics which distinguish it from the common barberry.

The Conference for the Prevention of Grain Rust prepares and supplies the larger part of the press articles in regard to barberry eradication sent to newspapers and farm journals throughout the quarantine area. Their representatives clearly understand that there is a difference between the two species and we have repeatedly instructed them to advise the reading public that *Berberis thunbergii* is harmless.

I wish to express my appreciation of the very hearty co-operation we have had from Nurserymen throughout the country and especially those located within the campaign area. Their willingness to sacrifice large quantities of Nursery stock in the destruction of harmful species when the campaign was first started was a source of great satisfaction to this Department, and aided very materially in the effectiveness of the campaign. I regret it the more, therefore, in view of their great helpfulness, that anything should have occurred which has been injurious to their business.

I am inclosing publicity material representative of that distributed by this Bureau, the co-operating offices in the thirteen states and the Conference for the Prevention of Grain Rust.

Wm. A. TAYLOR,
Chief of Bureau.

James A. Tufts, Jr., of Exeter, N. H., president of the New England Nurserymen's Association, reports the purchase of a sixty-acre farm which will be devoted to the further extension of the Granite State Nurseries of which Mr. Tufts is the proprietor. The farm is well located from a business standpoint, being only one mile from the center of Exeter on the road from Manchester and Concord to the beaches. Mr. Tufts caters to a general retail trade and offers fruit and ornamental stock, featuring "Varieties Adapted to New England" and "Good-As-Grow Brand."

W. T. Cowperthwaite, landscape architect, of Holm & Olson, St. Paul, Minn., has written a series of practical articles on planting of trees, shrubs and flowers, which have been published in the Sunday editions of the St. Paul Pioneer Press, with illustrations. Each of the articles occupied the larger part of a page.

When writing to advertisers just mention *American Nurseryman*.

LANDSCAPE STOCK

Specimen Trees

600 Colorado Blue Spruce, 2 to 8 ft.
150 Colorado Green Spruce, 2 to 8 ft.
750 Black Hills Spruce, 2 to 10 ft.
100 Abies Coerulea, 2 to 4 ft.

A LIMITED AMOUNT OF OTHER VARIETIES

All trees shapely and well balanced with good leader. Will be dug with solid balls and burlapped. We are making attractive prices for either Fall or Spring shipment. Come and see them.

GRAETTINGER NURSERY

E. S. GEORGE, Prop., GRAETTINGER, IOWA

PRICES IN ADVERTISEMENTS

The *AMERICAN NURSERYMAN* and the *AMERICAN NURSERY TRADE BULLETIN* are Nursery Trade Journals—nothing else. Therefore, prices may be used freely in advertisements in these journals, of course.

This announcement is made again, for the benefit of those who may have confused our policy with that of some other publication.

The publishers of these journals do not announce that prices in advertisements therein are "for the trade only" and then send the journals to gardeners, and amateurs generally!

TREE LOVERS' ASSOCIATION OF AMERICA

"PLAN TO PLANT ANOTHER TREE"
TO MAKE AMERICA THE GARDEN OF THE WORLD*A Movement to Encourage the Planting of Trees, Fruits, Shrubs, Flowers and Seeds and to Teach Care After Planting*

U. P. HEDRICK, President, Vice-Director New York Agricultural Experiment Station, Geneva, N. Y.
 ALVIN E. NELSON, Vice-President, President Swain Nelson Sons Co., 970 Marquette Bldg., Chicago, Ill.
 WILLIAM A. PETERSON, Treasurer, Peony Specialist, 30 N. LaSalle St., Chicago, Ill.
 I. A. YOUNG, Secretary, Horticulturist, Aurora, Ill.

In its July 1923 issue the Illinois Journal of Commerce has the following:

Chambers of Commerce all over the country are interested in the plan "To Make America the Garden of the World" and Chambers in Illinois are especially attracted because in this State was formed last year the Tree Lovers' Association of America whose slogan is, "Plan to Plant Another Tree."

The movement was started by J. A. Young, of Aurora, Illinois, a well-known



Dr. U. P. HEDRICK, Geneva, N. Y.
Pres't Tree Lovers Association of America

landscape man and prominent in the Aurora Chamber of Commerce. It is incorporated under the laws of the State of Illinois and its work is carried on in all parts of the United States and Canada.

The Association exists for two very practical purposes; to urge more and intelligent planting of trees, shrubs and flowers, and to teach care after planting.

It wants to carry to every individual,

every club and every community in America this ideal: "To make each community a better place in which to live—to Make America the Garden of the World."

Here is the program of the "Plan to Plant Another Tree" movement:

1. Forestation and Reforestation.
2. The Planting of Memorial Trees.
3. The Popularizing of Landscape Art, including Beautification of Home Grounds and Development of Parks and Playgrounds.
4. The Beautification of Roadsides.
5. The Beautification of School Grounds.
6. The Replanting of Home Orchards; the Restoration of Home Berry Patches.

"Plan to Plant Another Tree" believes in club leadership to obtain planting by individuals—the encouragement of the individual to do the actual planting, learn the practical knowledge about planting, and assume care after planting.

"Plan to Plant Another Tree" seeks to inspire one Chamber of Commerce, one club, one school or institution in every community to organize all other agencies in that community and unite them in one planting accomplishment.

The Tree Lovers' Association is asking every community to interest itself in the working out of some definite planting plan so that a tree, a shrub or a flower will be planted each year by every man and woman and boy and girl in America.

To arouse enthusiasm, Tree Planting Weeks are arranged annually according to climatic conditions in various sections of the United States and Canada. The first national Tree Planting Week went over successfully last fall and its success was many times multiplied this spring. Tree Planting Weeks are really periods for planting.

"Plan to Plant Another Tree" has met the universal approval of civic agricultural clubs. Governors have proclaimed it in many states, city administrations have endorsed and set aside Tree Planting Week, and organizations and individuals all over America are taking an enthusiastic interest in it.

The officers of the Association are:

U. P. Hedrick, President, Vice-Director

When writing to advertisers just mention American Nurseryman.



J. A. YOUNG, Aurora, Ill.
Sec'y Tree Lovers Association of America

New York State Agricultural Experiment Station, Geneva, N. Y.

Alvin E. Nelson, Vice-President, President Swain Nelson Sons Co., Chicago.

William A. Peterson, Treasurer, Peony Specialist, Chicago.

J. A. Young, Secretary, Horticulturist, Aurora.

Directors: Dr. J. C. Blair, Urbana; Luther Burbank, Santa Rosa, Calif.; Robert T. Morris, New York City; T. A. Torgeson, Estavan, Sask., Canada; Prof. James H. Moore, Madison, Wis.; Paul Lindley, Pomona, North Carolina; Mrs. J. D. Sherman, Washington, D. C.; Walter E. Campbell, New Haven, Conn.; Mrs. George Maynard Minor, Washington, D. C.; Ralph T. Olcott, Rochester, New York; William S. Linton, Saginaw, Mich.; A. C. Wilson, Springfield, Ill.; M. R. Cashman, Owatonna, Minn.; Lloyd Stark, Louisiana, Mo.; F. A. Wiggins, Toppenish, Wash.; Vernon D. Hill, Dundee, Ill.; Philip Breitmeyer, Detroit, Mich.; Roy F. Wilcox, Montebello, Calif.; George Klehm, Arlington Heights, Ill.; J. Edward Moon, Morrisville, Pa.; E. S. Welch, Shenandoah, Ia., and C. C. Mayhew, Sherman, Texas.

The Association is putting out a very attractive line of publicity which may be had by addressing the Secretary, at Aurora, Ill.

America has always preferred to take her great men from the soil. Rarely has she bestowed her choice on those nourished where city pavements separated them from the mother of us all.—Calvin Coolidge.

It is estimated that the peach crop will be less by 10,000,000 bushels this year.

CHERRY TREES

Sweets on both mazzard and mahaleb stocks, one and two year.

Sours on mahaleb stocks one and two year.

Trees grown in a "cherry country" where both sours and sweets flourish.

WRITE FOR PRICES

J. F. JONES, Lancaster, Pa.

ROSES ROSES ROSES

For Fall 1923 and Spring 1924

We offer one of the Largest and Best Assortments of Field Grown Roses ever grown in Texas. We have an exceptionally large bunch of the following kinds:

Paul Neyron, Frau Karl Druschky, Gen. Jacks, Gruss Ann Teplitz, Ulrich Brunner, Radiance, Red Radiance, American Beauty, Climbing American Beauty, K. A. Victoria, Capt. Christy. Also a general list of other varieties.

Can supply several car loads of Heavy Two Year California Privet.

Write for complete list and prices.

YOUR SATISFACTION IS OUR SUCCESS

Rosemont Nursery Co., Tyler, Texas



"How to Grow Roses"

14th EDITION
REVISED AND ENLARGED
PRACTICAL — UP-TO-DATE
COMPLETE

By Robert Pyle, President American Rose Society
There are 25 pages devoted to selections by experts: amateur and professional, from Maine to California. This book is considered by many to be one of the most complete works on Rose Growing yet published: a practical book that you can rely on to help you in successfully growing the Queen of Flowers.

It tells Where, When and How to Plant and contains instructions on Fertilizers, Insecticides, Planting, Pruning, Mulching, and Winter Protection together with a most valuable Calendar of Operations and a list of

444 Roses, Tested and Classified in addition to much other instructive and interesting information: all of which is presented in clear, simple, and concise form.

130 Instructive illustrations; 16 Full Pages in Color.

PRICE, \$1.50 Special quantity prices.

The Conard, Jones Co.
WEST GROVE, PA.

When writing to advertisers just mention American Nurseryman.

TREE SEEDS

Send for catalog listing Tree, Shrub, Perennial and Evergreen Seed. Collected from all parts of the world.

CONYERS . FLEU, JR.

6628 Ross St., Germantown, Philadelphia

WANTED

Experienced man to take charge of Wholesale Department of a large Nursery. Splendid opportunity. Address Wholesale c/o this paper.

ROSEFIELD'S SUPERB PEONIES

Superb stock of extra select varieties. Send for illustrated descriptive wholesale catalog.

ROSEFIELD PEONY GARDENS, Reno Rosefield, Owner
77nd St. & Bedford Ave., Omaha, Nebr.

WANTED

About 1,000 Divisions of

PEONY

Officinalis Rubra

HENRY FIELD SEED COMPANY
Shenandoah, Iowa

say you saw it in AMERICAN NURSERYMAN

Neighborhood Budding Bee in Alabama

R. L. Baker, proprietor of the Empire Farm and Nursery Co., Baileytown, Ala., upon the completion of budding 500,000 trees in 15 days provided a picnic early last month for the neighborhood folks who had turned out during the two weeks to perform the work. Mr. Baker said he was indebted

to the good people of his section for their assistance. There were fifty persons, counting boys, women and girls, who dropped their work to do budding at the time it was most needed if the trees were to be ready for delivery this coming fall and winter in order to fill the orders now in sight by the Empire Farm & Nursery Co.

Italian Agency In America

Negotiations have recently been concluded whereby the Greening Nursery of Monroe, Mich., becomes the distributing agency in the United States for Sgaravatti Bros., largest Nursery concern in Italy and one of the largest in Europe. The magnitude of the transactions involved appears in an order for half a million seedlings which the Greening company placed with Sgaravatti Bros.

Sgaravatti Bros. pursue distinctive methods in maintaining their immense business. They employ no salesmen, dealing by mail. Annually they issue 300,000 catalogues. The firm employs 1,000 people in the busy seasons. It is more than a century old and has been owned and managed by the Sgaravatti family since its founding. Every member of the family is a partner.

The Sgaravatti Nurseries are situated near Padua on the Poe river not far from Venice. They lie not more than 30 miles from the fighting line during the World war, and the owners were in fear of invasion during the darkest days of the great Austro-German drive. Work was practically suspended in the Nursery fields during the war because the government requisitioned all available man-power and railroad facilities.

Charles Greening, president of the Greening Nursery company, visited the Sgaravatti Nurseries about a year ago and found them a model of efficiency, although differing somewhat from American Nurseries. The Sgaravattis do most of their business in Italy and on the continent of Europe. The only plants which they can export to this country are fruit tree seedlings, owing to the stringent prohibitions against foreign Nursery stock.

The damage by frost and cold winds to southeastern Michigan's grape crop will run into millions of dollars, according to estimates of growers who have reported to grape juice factories and fruit associations.

Indianan's Announcement

The Frankfort Nurseries, Frankfort, Ind., makes the following announcement in a local newspaper, to the citizens of Frankfort and Clinton county:

The time has come when the traveling Nursery agent will call on you with his beautiful pictures of fruit and flowers. Pictures you can buy for "umsteen dollars" per thousand, 250 at thousand rate, 30 at hundred rates, etc. He gets your order for stock from an unknown Nursery, then "Folds up his tent like the Arab and silently 'Steals' away." Sends his order in on Saturday; the following Wednesday gets his commission and it is a closed incident to him.

You are disappointed in your stock and don't have the opportunity of telling the fellow just what you think of him and his Nursery.

You now have an opportunity to buy anything any Nursery can sell you at home. The Frankfort Nurseries, located just east of the Park and south of the County Farm, are growing almost anything you will want in the line of ornamentals and small fruit and are connected with four of the best Nurseries in the United States through which we can get for you anything not raised on our own grounds. Our Mr. F. E. McKown is a landscape architect of several years experience, having planted the grounds of the postoffice, the public library, Thomas M. Ryan and all other Highland Park properties except one. Ed. Hodge, East Clinton street; C. C. Irwin, North Clay street, and 100 or more first class jobs in this city. Mr. McKown is too busy to make a house to house canvass but will be at the Nursery Thursday, Friday and Saturday of each week from 8 a. m. to 12 and from 1:30 until 5 p. m. He will call on you by appointment to plan your planting free of charge and save you agent's commission and carrying charges.

F. E. McKOWN, Manager.

Approximately 61,000 refrigerator cars will be needed to care for the California grape crop this year according to a survey just completed by the state agricultural bureau, which estimated the crop at 1,900,000 tons. Of the 352,000 tons of table grapes it is estimated that 325,000 will go East, while the East and the Middle West will take 300,000 of the 353,000 tons of wine grapes.

The Whole Subject of Nursery Trade Publicity

By a system exclusively its own, this publishing company covers the American Nursery Trade thoroughly. Advertisements entrusted to its care are published first in the "American Nurseryman," through which they reach subscribers, and then are published in the "American Nursery Trade Bulletin" through which they reach the remainder of the trade. The rate for advertisements covers the double service, on the 1st and 15th each month. Forms close on the 25th.

BETTER THAN ANY TRADE DIRECTORY—Mailing Lists changed daily.

American Nurseryman and American Nursery Trade Bulletin

ALL ADVERTISEMENTS ARE RUN IN BOTH PUBLICATIONS
ABSOLUTELY COVERING THE TRADE

FOR THOSE WHO DO NOT ALREADY KNOW

BUSINESS Announcements in this Chief Exponent of the Trade reach the Nurserymen of every State in the Union. An absolutely independent publication. Edited by the Founder and Dean of Nursery Trade Journalism in America, it continues its pronounced lead in movements which have characterized trade progress for a quarter of a century. Practically every important action on the part of Nursery organizations of the country, national, district and state, has been urged and foreshadowed in the columns of the "American Nurseryman" for months or years beforehand.

That is an unparalleled record. The proof is in print in the files of this journal, open to all.

THE AMERICAN NURSERYMAN, 39 State Street, ROCHESTER, N. Y.

Advtg. \$1.50 Inch CHIEF EXPONENT OF THE NURSERY TRADE Subn. \$2.00 Year
American Nurseryman Advtg. are included in American Nursery Trade Bulletin Monthly

TRADE SENTIMENT

A letter recently received from President Robert Pyle of the Conard & Jones Company says: "Your recent issue serves to reinforce a conviction that has been growing with me that you are alive to the interests of the Nurserymen and sensitive to their needs. I want you to know that some of us appreciate the fact that we have a Trade Journal which may be counted upon to help boost the movements that are for the betterment of the industry generally."

The D. Hill Nursery Company in a recent letter said: "I am more than ever convinced that the 'American Nurseryman,' being an independent Trade Journal, is a logical medium which should be dominant in the Nursery Field."

"Your publication is doing a great work. We are all with you."—John A. Young, President, Aurora (Illinois) Nurseries.

Subscription: \$2.00 per year. Three Years, \$5.00

AMERICAN FRUITS PUBLISHING CO.,

39 State St., ROCHESTER, N. Y.

Carrying the National Slogan Through Texas



The enterprise of the Munson Nurseries, Denison, Texas, is shown in the accompanying illustration.

Throughout a three-hundred-mile trip from Denison to College Station, Texas, the national slogan, "Plan to Plant Another Tree" has been carried prominently displayed on the Munson truck.

Will B. Munson was on the program for an address at the annual meeting of the Texas State Horticultural Society, the sessions of which were held last month at the Texas Agricultural and Mechanical College, College Station. He drove through on his truck taking an exhibit of grapes and other fruits.

Four facts are prominently brought out for the information of hundreds of persons in many towns and cities and through well-populated rural districts:

1. The National Slogan—"Plan to Plant Another Tree."
2. The Texas State Horticultural Society and its meeting.
3. The Munson Nurseries.
4. And such a place as "Denison."

The signs were so constructed as to protect the exhibit from sun and dust.

The Sunni-Glo Gardens, Boiling Springs, Pa., has been incorporated to do a general Nursery business, by Harry W. Spahr, I. Floyd Hess and B. L. Hart.

The 200-acre Nursery of John R. Barnes, Yalesville, Conn., has been taken over by the Pequod Nursery Co., Hartford, Conn., of which Mr. Barnes is a director.

Fred P. Strohl, formerly of Napoleon, O., is conducting a Nursery on the Maysville Road, Fort Wayne, Ind.

H. G. Hastings, Atlanta, Ga., is the new president of the Southern Seedsmen's Association.

R. W. Ford recently moved his Nursery from Madisonville, Tex., to Okmulgee, Okla.

R. O. Maplesden, formerly with the Chico Nursery Co., Martinez, Cal., has established a Nursery business at Walnut Creek, Cal.

The Keystone State Nurseries, 330 Liberty Ave., Pittsburgh, Pa., is benefiting greatly through use of its 60 x 150 ft. addition to its packing house, completed last March. The storage and packing houses are equipped with electricity and water system. Increased business necessitated removal of the offices from Beaver Falls to Pittsburgh. The company reports all the business it could handle last spring and prospects for fall excellent.

The Bay State Nurseries, N. Abington, Mass., report a good demand for evergreens and other ornamental plants.

The Andorra Nurseries, Chestnut Hill, Pa., are growing hybrid rhododendrons from layers in three years.

Nurserymen generally report excellent business prospects for fall deliveries. Demand for stock is well maintained.

Theodore Andrew Torgeson and Miss Elsie Adelaide Gallaway were married last month by Rev. Milliken at his home in Saskatoon, Sask., Canada. Mr. and Mrs. Torgeson are on a trip to the Pacific Coast.

Clean volcanic ash soil on Yakima Indian Reservation, and moisture under control enables us to build good trees.



We've been growing and delivering dependable nursery stock since 1903.

WASHINGTON NURSERY CO.

(In the Famous Yakima Valley)
THOROUGHLY MATURED SEEDLINGS

CORTLAND APPLE BUDS FOR SALE

100,000 from bearing trees. Every tree now carrying a good load of fruit, and in perfect health. All stock came from Geneva Experiment Station and is fully guaranteed. Inspection invited. References, Geneva Experiment Station and National Union Bank of Kinderhook.

WM. HOTALING
KINDERHOOK, N. Y.

As you saw it in AMERICAN NURSERYMAN

THE F. E. SCHIFFERLI NURSERIES

Established 1890

Fredonia, N. Y.

We offer Grape Vines, Currants, and Gooseberries in all varieties and grades for late fall and early spring shipment. Grown by SCHIFFERLI in "The Famous Chautauque County Grape Belt."

Enough Said
Write For Prices

A NEW BOOK! NUT GROWING

By Robert T. Morris

The latest and only up to date book on the newest and one of the most important branches of Horticulture, giving a broad survey of a rapidly growing industry. Detailed explanation of successful methods of propagation and the new process of grafting with the use of paraffin; illustrated.

An invaluable work for all nut growers.

Price, \$2.65, Postpaid

AMERICAN FRUITS PUB'G. COMPANY
39 State Street, Rochester, N. Y.

CAR LOT SHIPMENT

For assorted car, write for prices or call at the Nursery and see our growing stock.

SEVERAL MILLION
LINING OUT STOCK

Onarga Nursery Company
CULTRA BROS., MGRS.
Onarga, Illinois

RICE BROTHERS CO.

GENEVA, N. Y.

A General Surplus on
Fruit Trees, Ornamental Trees,
Shrubs and Roses

WRITE FOR PRICES

TREE SEEDS

Of highest quality and in great variety. As some items will be limited we urge your prompt contract order. Catalog and price-list gladly sent on request. Our ever increasing clientele bespeaks our well-earned reputation.



T. SAKATA & CO.

20 E. Jackson Boulevard
CHICAGO, ILLINOIS

Home office: SAKAI-CHO, Opposite Park,
YOKOHAMA, JAPAN

Mount Arbor Nurseries

E. S. Welch, President
SHENANDOAH, IOWA

A complete line of general nursery stock for the wholesale trade.

FRUIT TREE STOCKS

FRUIT

Have a few Standard and Dwarf Pear and Quince to offer.

SHADE TREES

Large stock of Sugar Maples, 2 1/2 to 4 inches.
Nice block of transplanted American Elm 1 1/2 to 3 inches.

Shrubs and Perennial Plants
General Assortment.

W. B. COLE, Painesville, Ohio

PEACH BUDS

NOW READY

Good Assortment Including Rochester.

PENNSYLVANIA NURSERY CO.
GIRARD, Erie Co., PENN.

CONTRACT NOW

For next season's Everbearing Strawberry Plants. None better at any price, none so good at my contract price. Our stock is true to name, unmixed, healthy and bred for vigor and productiveness. Entirely sold out on plants for present delivery.

CURTIS E. BOWMAN, Greenwood, Del.

THIS SPACE

\$2.50 Per Month Under Yearly Contract

Under less than yearly term:
\$2.80 Per Month

MEN OF THE HOUR "American Nurseryman" Series

Vice-President Marshall

George A. Marshall, Arlington, Nebraska, vice-president of the American Association of Nurserymen, is president of Marshall's Nurseries, which was established in 1887 and for the last 25 years has been one of the leading retail Nurseries of the Central West. He has been identified with the development of horticulture in the prairie states for many years. He served the Nebraska Horticultural Society as president for five years; was president of the Western Nurserymen's Association and is a life member of the American Pomological Society.



GEORGE A. MARSHALL, Arlington, Neb.
Vice-Pres't American Ass'n of Nurserymen

city. He is interested in apple growing as well as other branches of horticulture.

Secretary C. A. Tonneson

The secretary of the Pacific Coast Nurserymen's Association is a practical Nurseryman. His first introduction was field work at the Experiment Station Nursery, State Agricultural College of Iowa, about 35 years ago. Soon afterwards going to the State of Washington, he was engaged as salesman, then for about ten years as dealer in Nursery products in connection with other local business. For five years was secretary and assistant inspector of orchards and Nursery stock, employed by the Washington State Board of Horticulture. For more than 25 years he was editor and publisher of the Northwest Horticulturist, and interlapping a part of same period, has been secretary of the Pacific Coast Association for 20 years, of which the past three years has been in the capacity of its executive officer on full time.

"Jimmy" Young Nationally Famous

DOWN IN THE south-central part of Indiana lies Brown county, noted some years ago for being the center of population of the United States. But Brown county itself has never been overpopulated. Those rugged hills did not lend themselves easily to cultivation and served as a barrier against railways and highways. Naturally trees and shrubs and flowers have had plenty of opportunity to grow and develop in Brown county and because he was reared in this environment love for the big out of doors was early instilled in J. A. Young, who has suddenly come into prominence by being the sponsor of a national movement having for its purpose the planting of trees, shrubbery, and growing things, which is gaining ground at a rate so rapid that it may even exert a great influence upon reforestation and contribute toward creating a new lumber supply for the United States.

Then again, the fact that when the boy Young was ten years of age the family moved from the tree clad knolls of Brown county, Indiana, to the prairies of Kansas, may have made such an impression upon his mind that he decided to devote the greater portion of his life to the promotion of tree planting. Later he lived in Nebraska and twenty-three years ago backtracked to Illinois where he started in the Nursery business in a small way. That Young was able to put his love for trees to practical advantage is attested by the Aurora Nursery company, of which he is head, and which operates large Nurseries in the suburbs of Aurora.

Because of his love for trees and because he was born an organizer it was but natural that Young was instrumental in organizing the Illinois State Nurserymen's Association and became its first president. Later he became the secretary of the organization and still holds that position.

It was not until 1922 that he conceived the idea of a national tree planting propaganda under the title of "Plan to Plant Another Tree" and organized the Tree Lover's Association of America, and the success of this plan or organization has been so great that Young has suddenly found himself nationally famous.—Seed World.

When writing to advertisers just mention American Nurseryman.

city of its executive officer on full time. His marked efficiency has done much toward building up a strong trade organization for the Pacific Coast section. His services are justly regarded with high favor.

CLOSING TIME:

FOR TRADE
ADVERTISEMENTS

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First Forms: - 23rd each month

Last Forms: - 25th each month

If proofs are wanted, copy should be in hand previous to above dates.

American Fruits Pub'g. Co., P. O. Box 124, Rochester, N. Y.

AMERICAN NURSERY TRADE BULLETIN

First Forms: - 8th each month

Last Forms: - 10th each month

Bud Selection

This subject has recently engaged the attention of fruit-growers in Australia, and Geo. W. Wickens, officer in charge of the West Australian fruit industry, writing in a recent issue of the "Fruit World of Australia," associates himself with other correspondents in stressing the importance of bud selection. In the course of his letter he says:

"I may state that when procuring buds and scions, I have, where possible, obtained them from trees of proved bearing habit, believing the same characteristic would be perpetuated.

"It would appear, however, from tests begun in 1913 at Wisley, England, particulars of which are published in the 'Journal of the Royal Horticultural Society,' September, 1922, Vol. XLVII, Parts 2 and 3, that a bud from a tree of shy bearing habits is just as likely to produce a tree of heavy bearing habit as not; and, vice versa, a bud from a tree of heavy bearing habit may develop into a pronounced shy-bearing tree.

"Included in the tests mentioned was one where 25 Cox's Pomona were worked on crab stock with buds taken from what the writer calls 'good history trees,' and 25 on the same stock with buds from 'bad history trees.' In one year the resultant trees produced fruits ranging in number from 112 down to 4, with an average of 52 per tree on the 'good history trees, and 230 down to 0, with an average of 54 per tree, on the 'bad history trees'."

The writer states that undoubtedly methods of selection have played a very important part in the improvement of all kinds of plants, but such improvement almost always follows hybridization and seed selection, and to reason that a like result would follow bud selection is invalid. He affirms that, provided the tree is healthy, it will not matter how it behaved with regard to the actual fruits, for although several kinds of variation may be met with, some of which, taking the form of bud sports, may be perpetuated when propagated vegetatively, the very great majority of variations (amongst which he includes bearing habit) exhibited among individual trees of the same variety are not transmissible.—Fruit, Flower, and Vegetable Trades' Journal, May 19, 1923, pp. 626.

For Texas Nursery Training

Prof. E. J. Kyle of College Station, Texas, writes to Jno. S. Kerr, Sherman, Texas, as follows:

I am enclosing copy of a four-year course which I would recommend for Nurserymen. All of these subjects are now being offered in the school of agriculture in the Agricultural and Mechanical College of Texas. The freshman and sophomore years are just the same as are required of all of our agricultural students, except that in the sophomore year, the three subjects that are starred are required in this outline; whereas, in the regular course, a student would

have an opportunity of electing some other subject. In the junior and senior years you will note, that a number of subjects are marked elective. These, however, are all listed in our catalogue and are available to any student who selects them.

There are a few subjects in the freshman and sophomore years, such as animal husbandry and dairying, that might seem a little out of place for a man who is going into the Nursery business, but I do not believe this much information along this line will do any harm. You will note that in the freshman year, we require a full year's work in Botany; whereas, the University of Illinois does not require any Botany. I think our course has a distinct advantage in this respect. I really cannot understand how a course for Nurserymen can be built up without using Botany as a foundation subject.

If you check up on the horticultural subjects and those that are closely related, I believe that you will find that our course is really better fitted for training Nurserymen than the one submitted by the University of Illinois. Please bear in mind that all of the subjects given in the course of study I am submitting to you are now being offered in this institution.

At Springfield, Ohio

Springfield, Ohio, Nurserymen who attended the annual Nursery convention in Chicago were: Thomas A. McBeth and James C. Netts of the McBeth Nursery Co.; E. L. Shuey and William Hamilton of the Berryhill Nurseries; George Leedle of the Leedle Floral Co., and Harry Elwell of the American Rose and Plant Co.

"The demand for evergreens has increased materially," Mr. Netts said, "in the last few years. I believe that within the next few years the number of planting-size evergreens will decrease very much. I refer to evergreens four or five feet high.

"There is still a good demand for flowering shrubs and the increased demand for evergreens has been wonderful. It was also shown that the small house owner now thinks of his landscape planting along with the construction of his home. In the past he built his house and did the landscape work afterwards, but now we are following the examples of England and other countries, where the building and landscape architects work hand in hand."

Springfield grows about five million roses annually. Harlan P. Kelsey, who with Paul C. Lindley, visited Springfield after the convention noted the many hollyhocks there and suggested that the Chamber of Commerce take up the proposition of making Springfield the hollyhock city, just as Portland is known as the rose city.

The old West Michigan Nursery farm near Eau Claire, which for the ten years has been owned by the Friday Brothers of Coloma, has been divided and sold. There were 109 acres set to apples, grapes and cherries which were in full bearing. Hale Tennant purchased 30 acres and W. A. Birney 79 acres.

When writing to advertisers just mention American Nurseryman.

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DAYTON FRUIT TREE LABEL CO., DAYTON, OHIO

Strawberries

Summer and Fall Bearing
Headquarters for Strawberry and Fruit Plants of all kinds. Raspberries, Blackberries, Currants, Gooseberries, Grapes, Fruit Trees, Roses, Shrubs, Eggs for Hatching, Cakes, Biscuits. Catalog free.
L. J. Farmer, Pulaski, N. Y.

STRAWBERRY PLANTS

Everbearing and standard varieties. We grow 5,000,000 to 10,000,000 annually on new grounds. Raspberry plants and blackberry plants. 1,000,000 asparagus plants; best that is possible to grow. 100,000 Horseradish. Concord grape vines. Write for prices.
F. W. DIXON, HOLTON, KANSAS.

SCARFF'S NURSERY

Headquarters For SMALL FRUIT PLANTS and LINING OUT STOCK

Strawberries	Hardwood Cuttings
Raspberries	Iris
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Currants	Rhubarb
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Hydrangea P. G. Layers	Russian Olive Seedlings

Our list quotes lowest prices
W. N. Scarff & Sons, New Carlisle, O.

GENUINE CAROLINA PEACH PITS

Note that word "Genuine." Due to shortage of 1923 Carolina crop, some of our competitors are offering Georgia seed. We will handle only Carolina pits, this season, same as heretofore. Orders will be entered and shipped in order received, as long as supply lasts. Still have limited quantity of 1922 seed on hand for prompt shipment. Carolina seed, only. Get our prices.

Don't Accept a Substitute
J. Van Lindley Nursery Co
Pomona, N. C.

E. P. BERNARDIN

Parsons Wholesale Nurseries

Parsons, Kansas

Established 1870

HEADQUARTERS for Early Harvest

B. B. root grown.

SPECIALIZES IN

AMOR RIVER NORTH PRIVET.

BUNGEI CATALPA.

BIOTAS. Best evergreens for the

great southwest

SHADE TREES. Large stock, all

sizes.

ORNAMENTALS. Grown for land-

scape work.

Correspondence solicited.

Headquarters for Dewberry Plants

CAN ALSO SUPPLY STRAWBERRY PLANTS, ASPARAGUS ROOTS and GRAPE VINES.

V. R. ALLEN, SEAFORD, DEL.

Landscape Photographs

Every Landscapeman should use our photos when soliciting landscape orders. Our views are good and are doing fine for many nursery firms. Start now using them.

Write for our numbered circular.

B. F. Conigsky, 227 N. Adams St., Peoria, Ill.

When writing to advertisers just mention American Nurseryman.

Wanted: EXPERIENCED NURSERYMAN

One who thoroughly understands the growing of Fruit Trees, Shrubs, Roses, etc. Must be capable. Excellent opportunity for advancement. Give experience and salary expected.
Address P-25, Care American Nurseryman, Rochester, N. Y.

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AMERICAN NURSERYMAN
NURSERY TRADE BULLETIN

FOR SALE

Berberry Thunbergii, 2 and 3 yr.
Cal. Privet, all sizes.
Apple, good assortment, 2 and 3 yr.
Also Rose, Ampelopsis, Veitchii,
Peaches, Pear, Plum, Asparagus,
Strawberry, Currants and Ornamental
Stock.

Write for price and stock wanted.

Rockfall Nursery Co.,
ROCKFALL, CONN

**PEACH TREES, 2 YR.
CALIFORNIA PRIVET**

None better anywhere.
Trade solicited.

MOUNTAIN VIEW NURSERY CO.,
Williamsport, Md.

**FOR SALE: six or eight thousand
BUDDED PEACH TREES
Eight Varieties**

THE COVE NURSERY,
F. B. LINN, LOUISIANA, MO.

Office Man Wanted

One that has had experience in successful nursery office. Must understand modern office and accounting methods. Splendid opportunity for right man. State experience and salary.
Address O-25, Care American Nurseryman, Rochester, N. Y.

Nursery Superintendent WANTED

Applicant must have practical experience in budding, grafting and propagating trees, shrubs and other nursery stock, and in the handling of men. Furnish references. Advise as to experience, salary and family. Position now open. Middlewestern location.
Address B-10, Care American Nurseryman, Rochester, N. Y.

PEACH PITS

Management, 25 Years Experience
The Howard-Hickory Co.
Hickory, North Carolina

PEONIES

Good 2-5 eye divisions \$8—a 100 up.
Hemerocallis fulva, \$15—per 1000.
Iris, named kinds, \$2 per 100 up.
Price list free.

W. L. Lux, R. R 7, Topeka, Kan.

FOR SALE—

Nursery and Greenhouse with 5 acres of land on the Mindoka Irrigation Project, well stocked; modern dwelling; electric lights and power; good location; large surrounding territory. For further information and terms write

RUPERT FLORAL CO., RUPERT, IDAHO

THIS SPACE

\$2.50 Per Month Under Yearly Contract.
Including publication in both **AMERICAN NURSERYMAN** and **AMERICAN NURSERY TRADE BULLETIN**. 68 Centee Week.
One Month: \$2.80 in both.

When writing to advertisers just mention American Nurseryman.

LITERATURE

The Rose in America—By J. Horace McFarland, editor of the American Rose Annual. Cloth, 8 vo., pp. 233, illustrated in color. New York: The Macmillan Co. Rochester, N. Y.: American Fruits Pub. Co., \$3.15 postpaid.

This book is unusual in that through the kindly indulgence of the publishers the author has been accorded the utmost freedom in making it. Not many works are thus written, illustrated, printed and bound under one eye. The book was entirely completed within the Mount Pleasant Press of the J. Horace McFarland Co., Harrisburg, Pa.

The author has long specialized in roses. Rose lovers will welcome especially this



J. HORACE MCFARLAND, Harrisburg, Pa.
Author of "The Rose in America"

book resulting from close practical experience and wide study. The title of the first chapter, "Is the Rose in America?" is answered by the statement that until recently most of the roses used in this country were of foreign origin. The author shows that of late roses are being really produced in America. Rose stocks from Europe are still permitted entry, but in a short time quarantine 37 will probably shut them out. We can then all join with Mr. McFarland in his hope expressed throughout the first chapter of his book, that America will soon produce her own roses. This is the argument laid down by the American Nurseryman long before Mr. McFarland became converted to the idea. At the 1923 convention of the American Association of Nurserymen leading rose growers of America declared that within the next two years America would be independent of foreign rose producers! The

Lining Out Stock Evergreens and Shrubs

Write NOW and make sure of your list.

HILL TOP NURSERY, CASSTOWN, OHIO

American Nurseryman is the only horticultural publication in America that for years prophesied this result!

In a most interesting manner Mr. McFarland leads the reader directly into the subject with first a chapter on the usual roses and then a chapter on the unusual roses. The reader will surely want to start right out to practice, after reading the chapters, "Making Roses Grow and Bloom," "The Art and Mystery of Pruning," "Protecting Roses from Insects and Diseases," "Wintering Roses Anywhere," "Rose Varieties." Truly this book will find a welcome in every nature lover's library. It has been beautifully bound in keeping with the subject. It is a most appropriate shelf companion for a file of the American Rose Annual.

The S. A. F. and O. H. Annual—Published by the Society of American Florists and Ornamental Horticulturists; official hand book for 1922. This is a valuable reference book for horticulturists generally. A great amount of statistical matter is intelligently presented. Space does not permit enumeration of the many subjects represented. Suffice it to say that every person interested directly in horticulture should possess a copy of this annual. Briefly, the contents include full information regarding the Society of American Florists, its conventions, offspring organizations, etc., a summary of American horticulture in 1922, flower shows, necrology, etc.; current information, tariff, shipping regulations, etc.; horticultural directories, organizations, miscellaneous data, tables, rules, etc. The editor, E. L. D. Seymour, deserves high credit for the excellent arrangement of the valuable matter he has assembled. \$3 in stiff paper cover; \$4 in cloth binding. New York; A. T. DeMare Co., 448 W. 37th St.

The Amateur's Guide to Landscape Gardening—By Ernest Hilborn, Valley City, N. D. A fine example of endeavor to provide genuine service is this booklet by the manager of the Northwest Nursery Company, Landscape Gardening is actually simplified by the character of the contents and the arrangement in this simple publication. It was prepared especially for the information of present and prospective customers of the company of which the author is the secretary. Attention was immediately attracted on the part of discerning Nurserymen and landscape workers and Mr. Hilborn has been busy for some time in supplying copies on request. The booklet was on view at the Chicago convention of the American Association of Nurserymen where the high praise which has followed its appearance everywhere was further extended. The outstanding feature is the fact that the booklet actually covers the subject in a sketchy manner, giving the reader, in text and illustration a quick survey of the several branches of landscape gardening with basic principles stated briefly—an excellent in-

PEACH SEED

Several hundred bushels from crop 1922. We offer these at 10c per pound while they last, sacked and F. O. B. here. There will be no seed worth naming from crop 1923.

VALDESIAN NURSERIES, BOSTIC, N. C.

AMERICAN FRUITS PUB. CO., INCORPORATED—STATEMENT of Ownership and management of "American Nurseryman" published at Rochester, N. Y., required by the Act of August 24, 1912: Editor, managing editor and business manager, Ralph T. Olcott; Publisher, American Fruits Pub. Co., Rochester, N. Y. Stockholders, Ralph T. Olcott, G. R. Olcott, R. T. Olcott, Jr. Sworn to and subscribed April 4, 1923, before E. F. Rosenhagen, notary public, whose commission expires March 31, 1925.

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**American Nurseryman
American Nursery Trade Bulletin**

roduction to the subject which ought to cause desire to pursue the subject further in more extended productions on the same line. In simple language maintained throughout the author in preface and introduction touches upon the beauty and importance of the subject, outlines the two types of landscape gardening, formal and natural, and then takes up entertainingly the home picture, the central feature, the open lawn, the offscap—vistas, foundation planting, border planting, the background, subduing the subdivisions, trees, compromises, variety and finish.

Describing the season's change, for which provision has carefully been made by intelligent planting and arrangement to give a continuous picture, the author citing a certain yard says:

The season commonly spoken of as Fall is never known to this yard. When the frosts nip the foliage there are plenty of leaves that hold tight, but turn to autumn colors; hard maples, Japanese dwarf maples, quinceberry (cotoneaster), sumac and ivy, all unite in a wonderful season's end display. Even when Autumn has passed and the snow arrives, a few well placed evergreens in the border, unite with berries of barberry, high bush cranberry and honeysuckle, to dispel the gloom and give a certain warmth to the Home Grounds.

The suggestions contained in the above description can be worked into every home planting. One should choose the varieties with a thought of having something for all times of the year. These should be placed so as to secure a shift in the places of interest from foundation to border, from border to background, etc., as the different masses come into bloom. Then if one has chosen large dominant groups, a large number of each variety, the satisfaction will be keen indeed.

Horticulturists are just as busy and alert as mechanical scientists. Every season brings in new varieties of fruits, shrubs and flowers of truly wonderful improvement. One will find great satisfaction in adding each season, here and there, many of these new choice sorts, and should so place them that they will tone up the weaker spots in his planting picture.

Just as ribbons and laces give an air of finish to our little school girl, so do flowers, especially the perennial flowers, planted along the edge of foundation and border, give a finish to our entire home picture. These furnish the color for the heavy greens. Many attempt to secure these flowers by planting annual seeds, but the satisfaction from these is very limited, the season of bloom short, the work has to be done over each season, and is apt to be neglected. This real satisfaction comes from permanent planting of hardy perennials, such as peonies, phlox, iris, larkspur, hollyhocks, Shasta daisies, tulips and a wealth of others. Year by year the roots strengthen and when spring arrives, these strong roots begin to push and produce the plants that supply a quantity of bright colored bloom.

When writing to advertisers just mention American Nurseryman.

Roguing the Rows

The following appears in the July 7th issue of the Rural New Yorker:

"Right now is the time to throw out the 'misfit' Nursery tree. It is a form of crime to wait until these trees are sold and come into bearing before detecting them. The new method is to compare the leaves. It has been found that each apple variety produces a leaf which is as distinctly characteristic as the fruit. That is, the leaf of a Baldwin tree is as different in shape and general character from a Spy leaf as are the well-matured fruit of these varieties. This system has been well worked out, and an expert can go through the stock in a Nursery and identify the different trees. If any misfits are found they can be removed and the trees found true to name are certified by experts. This plan is being followed in some Nurseries, and we think the plan will be generally adopted in the future. The Nurserymen should be first of all to promote such a plan, for if these 'misfits' continue the business will be seriously injured."



E. C. HILBORN, Valley City, N. D.
Author of "The Amateur's Guide to Landscape Gardening"

Missouri Nursery Inspector

Speaking of Nursery inspections in Missouri, the Columbia Missourian says:

The first to be inspected is the Stark Brothers Nursery in Louisiana, Mo., which is the largest Nursery in the world, having branches in Marionville, Mo., and in Arkansas, Oklahoma, Pennsylvania, New York, Illinois, Indiana and Kansas. Its inspection will require the combined efforts of Neely Turner and O. C. McBride for several days.

Turner will then tour the northern part of the state and McBride the southern part. Every tree and plant in every Nursery will be inspected for insect pests and plant diseases and any that are found to be infested will be condemned. The Nursery will be reinspected in the fall.

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If you missed getting your adv. in the current issue of American Nurseryman send your copy for the mid-month AMERICAN NURSERY TRADE BULLETIN.

A Vicious Little Wasp is After the Japanese Beetle

Seven years ago, concealed in imported azalea roots, on unsuspected grub reached this country from Japan. The destination of the roots was Burlington county, New Jersey. They got there and the grub came with them. It burrowed in the ground and hatched the Japanese beetle that already has done much damage and threatens to do much more.

The newcomer from the Orient is a beautiful copper insect, and its appetite is as voracious as its taste is indiscriminate. It eats every growing thing in the vegetable world. Fruit trees, flowers, ornamental shrubbery, weeds—whatever green thing that comes in its way is grist for its insatiable, devouring mill. It is estimated that over 200 species of plants already have been victims of its powers of destruction.

Charles H. Hadley, Government entomologist, is quoted as saying that at the time of the beetle's first identification in a Nurseryman's garden refuse at Cinaminson, Burlington county, in 1916, only a dozen of the beetles were found. In the summer of 1920 close to 1,000 quarts of them were collected from a small area centering about the spot where the original beetle was deposited. The infested area in New Jersey then covered only about half a square mile. Two years later it had spread to six and a half square miles, and the insect was across the Delaware River and in Pennsylvania, where it soon covered an area of eleven square miles. By that time ninety-two square miles of New Jersey territory had been invaded. In the summer of 1922 the infested regions were estimated at 270 square miles, while now they are placed at over 700 square miles.

The United States Department of Agriculture as well as those of New Jersey and Pennsylvania soon became aware of the beetle's destroying power. Various destroying sprays were tentatively applied. Rigid quarantine measures were adopted. Produce laden trucks were seized at segregated district boundaries, their contents dumped and left go to waste at a loss of thousands of dollars. Children were offered 60 cents for every quart of beetles they would collect. Little headway was made. The area of beetle devastation continued to widen.

In Japan, where this pest is known as the bean beetle, there are parasites which destroy it, or at least keep its marvelous reproductive powers within bounds. To Japan as well as to Hawaii, China and Korea the Federal Department of Agriculture sent experts to investigate and ship here as many of these parasites as were found to be efficient. The first shipment, coming by the way of Seattle, reached Mr. Hadley's laboratory in River-ton, New Jersey, a few days ago. Among these new arrivals is a particularly vicious little wasp that has to be handled with care, for it stings at touch. But it burrows swiftly in the ground and instinctively goes for the nearest Japanese beetle within reach, which it instantly attacks and destroys.

This specimen with others are being turned loose as rapidly as possible. And none too soon. With farmers in three counties of New Jersey and in five counties of Pennsylvania reporting total crop losses from the beetle the urgency of drastic action of some sort is sufficiently demonstrated.—New York Herald, July 17, 1923.

Plants For Irish Free State

A summary of the restrictions governing the entry of foreign plants into the Irish Free State has been issued by the Department of Agriculture and Technical Instruction with respect to the Order entitled, "The Destructive Insects and Pests (Ireland) Order 1922." At the request of the Free State, and for the information of the Department of Agriculture of the Irish Free State, and for the information of the appropriate inspection officials of the United States, this summary has been reproduced, together with a copy of the required inspection certificate. Any one interested in getting the exact text of the Order can secure a copy by writing to the Minister for Agriculture, Irish Free State, Dublin, Ireland.

Gypsy Moth In Michigan

Alarmed at information received that Nursery stock shipments have been received in Michigan from the New England states which are believed to be infested with the gypsy moth eggs, the state agriculture department issued a warning to Nursery stock buyers in Michigan, says the Sturgis, Mich., Journal.

Nursery stock buyers also were requested to advise the department at once relative to any Nursery shipment that might have been received during the past few months from the New England states.

The gypsy moth is a pest which has cost the state of Massachusetts over \$5,000,000. This moth, according to the Michigan department, attacks the foliage of any tree killing the tree in a very few weeks.

Prof. L. R. Taft, who is making the inves-

tigation, has already secured trace of over 100 Nursery stock shipments into the state and he is investigating these as fast as possible. The pest has already been discovered in some western states but as far as known it has not secured a start in this state and it is the purpose of the department to check it as quickly as possible.

Nematodes and Crown-gall

Editor American Nurseryman:

My attention has been called to a paragraph in the May number of the American Nurseryman at page 122, which contains the statement of Doctor Petrie of the Department of Plant Diseases at Syracuse University.

I wish to call your attention to the fact that the information given there relates to root knot and root gall caused by nematodes. This gall and the cause of it should not be confused with the crown-gall or hairy-root which is produced by a different organism, full information in regard to which may be obtained from Doctor Stewart of the Experiment Station, Geneva, or of the Bureau of Plant Pathology, Department of Agriculture, Washington, D. C.

The nematode is not regarded a pest in the northern states, except possibly it might be introduced into the greenhouses and cause some damage.

The statement that Doctor Petrie has made is correct but it will be noticed does not apply to the crown-gall or hairy-root which is an infection disease of Nursery stock.

GEO. G. ATWOOD,
Director, Bureau of Plant Industry.

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Seedsmen Can Sell Nursery Stock L. L. Kumlain in Seed World

Customers in the seed store can easily be influenced to buy in addition to seeds, a few rose bushes, a few shrubs, perhaps a shade tree, some evergreens or a few berry bushes. This is the most closely allied line to the seed trade that you can select. Seedsmen should handle Nursery stock in America, the same as they do in European countries, combining these two great branches of horticultural industry.

If you have not the time yourself to give attention to the sale of Nursery stock, why not make one of the clerks in your store the manager of your Nursery department? Get him to send for some of the leading Nursery catalogs, get in touch with the wholesale growers in your locality and secure a plate book and other helps which many of the leading Nurserymen are very glad to furnish.

Do not overlook the ornamental as well as the fruit-bearing trees and shrubs. Evergreens especially should be included in your Nursery department. Evergreen sales average three or four times as much as the sales of deciduous trees, therefore, offering greater profit for selling, as a usual thing, than other Nursery stock.

Make it a point to write to the trade papers for information telling them what you want to know about Nursery stock and they will help you as well as your associates in the seed business, to increase their volume of sales in a substantial way.

Krider Nurseries' New Plant

At Middlebury, Md., work on the new Krider Nursery grounds has been progressing rapidly this summer. The storage buildings will have a capacity of 200 carloads, one of the largest in the country. The storage plant consists of two large buildings, a building within a building with a large driveway extending around the entire inner structure. The inner building will be frost proof and will be so arranged that many men can work at one time on filling orders and none conflict with the others. The local company will make a specialty of carload orders within the next few years.

County Agricultural Agent J. B. McMurry, Midland, Mich., is growing Christmas trees near Midland, starting with 3000 eight-year-old Norway spruce and planning an extension to 20 acres with 1400 trees to the acre.

Trade Associations

American Association of Nurserymen—Charles Sizemore, secy., Louisiana, Mo.; 1924 Convention, Atlantic City, N. J., June 25-27.

Pacific Coast Association of Nurserymen—C. A. Tonneson, secy., Burton, Wash., Convention, July 17-19, Boise, Idaho.

Western Nurserymen's Association—George W. Holsinger, secy., Rosedale, Kan. Jan. 23-24, 1924, Kansas City, Mo.

Southwestern Nurserymen's Association—Thomas B. Foster, secy., Denton, Tex. Sept. 5-6, 1923, Dallas, Tex.

Southern Nurserymen's Association—O. W. Fraser, secy., Birmingham, Ala. Sept. 5-6, 1923, Atlanta, Ga.

Eastern Nurserymen's Association—F. F. Rockwell, secy., Bridgeton, N. J.

Northern Nurserymen's Retail Association—C. H. Andrews, secy., Faribault, Minn. December 18-20, 1923, St. Paul, Minn.

Western Canada Nurserymen's Association—T. A. Torgeson, secy., Estevan, Sask., Canada.

New Jersey Association of Nurserymen—Wm. F. Miller, secy., Gloucester City, N. J.

Pennsylvania Association of Nurserymen—Floyd S. Platt, secy., Morrisville, Pa.

Massachusetts Nurserymen's Association—Winthrop H. Thurlow, secy., W. Newbury, Mass., Jan. 1924, Hort'l. Hall, Boston.

Iowa Nurserymen's Association—R. S. Herrick, secy., State House, Des Moines, Ia. Nov. 12, 1923.

New York Nurserymen's Association—Charles J. Mayo, secy., Rochester, N. Y. Feb. 7, 1924, Rochester, N. Y.

Illinois Nurserymen's Association—J. A. Young, secy., Aurora, Ill. Jan., 1924.

Tennessee Nurserymen's Association—Prof. G. M. Bentley, secy., Knoxville, Tenn.

Connecticut Nurserymen's Association—R. B. Faxon, secy., New Haven, Ct.

Ohio Nurserymen's Association—Clarence Siebenthaler, secy., Dayton, O. Jan. 24, 1924, Columbus, O.

Rhode Island Nurserymen's Association—H. H. deWilt, secy., 521 Elmwood Ave., Providence, R. I.

Missouri Nurserymen's Association—George H. Johnston, secy., Kansas City Nurs., Kansas City, Mo. Jan. 23, 1924, Kansas City, Mo.

Michigan Association of Nurserymen—C. A. Krill, secy., Kalamazoo. Dec. 1923.

New England Nurserymen's Association—Donald D. Wyman, secy., N. Abington, Mass.

Eastern Canada Nurserymen's Association—E. D. Smith, Winona, Ontario, president.

California Assn. of Nurserymen—Chancellor K. Grady, Sec'y, 401 Phelan Bldg., San Francisco. Oct. 15, 1923, San Francisco.

The 1923 meeting of the Southern Nurserymen's Association will be held in Atlanta, Ga., Sept. 5-6 at the Piedmont hotel. O. Joe Howard is president; W. W. Hillenmeyer vice-president; O. W. Fraser, Birmingham, Ala., secy.-treas.

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American Peach Orchard—Waugh..	1.90	Landscape Gardening—The Small Place—By Elsa Rehmann.....	3.65	Principles of Agriculture—Bailey...	2.00
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Dwarf Fruit Trees—Waugh.....	1.90	Manual of Fruit Insects—M. V. Slingerland, C. R. Crosby.....	3.90	How To Grow Roses—Robert Pyle...	1.50
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